

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLIX

NEW YORK, JUNE 23, 1932

NO. 12

## A Big Day for Little Things

The Sobering Up Process in Present Time Business Has Made a Lot of Little Things Look Big

By Joseph Katz

President, The Joseph Katz Company

THE advertising business used to call him "a novelty salesman." Even the telephone operator gave him the bored drawl when he passed in his card. There was a big conference going on in the offices of the Big Brow Advertising Agency—and he got the "Busy" sign. He marched right around to the agency that handled the competing account—and sold his new method of packaging that revolutionized an industry.

A little fellow wearing a size 13 $\frac{3}{4}$  Belmont collar asked, "Who is the man to see about a new display fixture?" He had the key to a new way of packaging and displaying merchandise that has become standard within a single year! He had to fight his way in.

Another caller with an unfortunate manner, but a big idea in his inside pocket, had a suggestion for transparent packing that was to work wonders for the business of the prospect. And it is a lucky thing for that advertising agency that the blonde at the switchboard didn't refer him to The-Boy-Who-Helps-the-Boy-Who-Passes-on-the-Paper-Samples-to-the-Man-Who-Has-Charge-of-the-Paper!

All of which is leading up to the point that it's the big day of the little things!

The sobering-up process in business has made a lot of big things look little—and a lot of little things look big. Sheer necessity has brought a lot of the smaller functions of advertising and selling into the limelight, and many have made the startling discovery

that a thing doesn't have to cost a lot of money to be good.

The dictionary of classifications of duties in the advertising agencies is being revised. More and more the big men in the agencies are taking up the little things, because there are no little things any more. It takes a big man to sort out ideas, and decide how important they are. And these are days when no man wants to send a good idea away from his door.

Many a thing that used to come last in an advertising campaign is now put first. Sometimes the 10-cent window card ought to come before the \$10,000 advertisement. A few more salesmen are sometimes needed more urgently than a few more advertisements.

Too much advertising is allowed to work out its own destiny. Hand-some advertisements show their pretty heads in the advertising pages, expecting people to storm the doors of America's retail stores for the merchandise advertised. It's not that easy! Many an advertiser has found, to his sorrow, that it requires a lot of extra "little things" to make something big out of those advertisements. It's making the advertising *work in the retail store* that counts. And to do that requires a double-checking of all the moves, from manufacturers' salesmen to retail salesmen—examining each link in the chain—seeing that it is strong and well welded.

I know of several advertisers who took great pains to detail the unique merits of new inventions—only to

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have retail salesmen throw them down on the counter without a word of explanation. Go into any retail store and have the clerk show you three price groups of the same merchandise, and see whether he doesn't say something like "\$1—\$2—\$3." If you ask him to explain specifically why you should buy the more expensive ones you're apt to hear: "It's better"—but nothing specific.

### ***The Retailer Is Not an Educator***

Retail salesman education is a sadly neglected function of much nationally advertised merchandise. You may spend a lot of time and money explaining things to the proprietor of a store—but little of your effort gets as far as the clerk. You can't expect the owner of a store to spend all of his time running an educational course. He's a retailer—not an educator. The clerk can do a lot for you. Cultivate him; talk to him. Go into detail about your goods. He likes to explain new things to people if there is an interesting story behind them.

Another "little thing" that isn't as well done as it ought to be is the cultivation of the advertising manager of your customer. Too often your costly "dealer ads" are just a "bowl of mats" to him. And rightly so. Because you have ignored three important things when you made them up:

1. You didn't consider that the dealer advertisement must look and talk "retail." Good retail advertisements don't sound as if the manufacturer were doing the talking.

2. You forgot that the retail advertising manager of a store has his own style—and often likes to do his own writing. So don't forget that large retail stores often prefer a series of paragraphs instead of complete advertisements—so they can embody the points into their own advertising in their own way.

3. You forgot that in a good many cases the advertisement which you planned as a separate unit would, more often than not, be

used as a part of a larger one.

And when it comes to planning things for retail counters and windows a regard for "little things" will save a lot of big headaches, too. Sizes that haven't a chance in a retail store; a trip around a few stores would have made that clear. Cardboard that can't stand a day of a wilting sun. Wording that knocks competing products—and the same dealer often handling the other product! Poor shipping cartons—a sample mailed back to yourself would have told you what would happen!

All little things—but all too big to leave to little people today.

There is a growing impatience with the type of advertising agency that starts every conversation with advertising—or gets back to the subject as quickly as it possibly can without being abrupt.

There is a growing insistence on the part of the client that advertising campaigns be something more than objects of admiration by the boys—that they have a very definite relation to paying the rent. Good-will as something on which to borrow money in the bank isn't what it used to be. And "cumulative effect" isn't stylish in business conversations any more!

It is the business of the advertising agency to help put the business of its client in order. Advertising is a specialized function—but every function of economic marketing is as much the business of the advertising agent as the client's. For if the campaign is a failure, it is a failure for everybody.

### ***Bread Instead of Cake***

So today fewer campaigns start in the art department. They start in the minds of men who know what to do, and who call in all the other boys to carry it out. They won't allow themselves to be side-tracked from the main issue. The client wants results *right now*—as Maurice Chevalier would say. And the way to give it to him is to cut down on the cake and mix dough to make bread.

When the client of an advertis-



## CULTIVATE RHODE ISLAND IN 1932

*New England's  
Second Largest Industry*

# Now in Full Swing!



A half-billion dollar annual business speeds up to full production: three million customers will be here buying—New England vacations!

This is CASH business that permeates the entire community, and means **BUYING POWER**. Of each vacation dollar, 25 cents go to retail stores, directly; and much of the balance, ultimately.

Rhode Island entertains a large proportion of the visitors—those enroute to other New England centers, as well as those remaining at her own world-famed resorts.

Rhode Islanders themselves have summer homes dotting the state's 400 miles of coastline. And these people, visitors and residents, are influenced in their buying by Rhode Island's dominant newspapers:

**Journal-Bulletin  
FAMILIES**

*In Rhode Island*

**2 OUT OF 3**

Average for State  
as a Whole

*In Providence*

**19 OUT OF 20**

A. B. C. City

*The* **PROVIDENCE**  
**JOURNAL and BULLETIN**

*Dominating* **New England's Second Largest Market**

CHAS. H. EDDY CO. *Representatives* R. J. BIDWELL CO.  
Boston • New York • Chicago San Francisco • Los Angeles • Seattle

ing agency is making the wrong thing, or putting the right thing in the wrong package, the agency will not have the account for long unless something is done about it. Either the business folds up—or the agent is folded up for another. Somebody has to do something about it. Sometimes the client is smarter than the agent. Sometimes the agent is brighter than the client. There can be no hard or fast rule as to whose business it is to design a product that will sell.

But no one can disagree that it is the advertising agent's business to see that his client is on the right track. And if he isn't, to know what to do about it.

I've often said that the head of a firm could go to bed one night—and find himself out of business in the morning. Things are happening just that fast today.

The advertising agent's business today is *everything* about the client's business. If he has the wrong merchandise—it's his business. If he has the wrong package—it's his business. If he has the wrong price—it's his business.

There are no little things today! If the advertising business wants to stay in business it had better not forget it!

### Huntsman Heads New Foreign Language Business

The R. F. R. Huntsman Corporation has been formed at New York for the development and placing of advertising in foreign language newspapers. R. F. R. Huntsman is president. Arnold K. Isreeli is vice-president and Roger J. O'Donnell, who has been associated in business with Mr. Huntsman for more than twenty years, is secretary-treasurer.

Offices of the new business are located in the Woolworth Building where Mr. Huntsman has long directed his activities as a publishers' representative.

### To Hold Second Smaller Industries Conference

The second annual conference on management problems of the smaller industries will be held at Silver Bay on Lake George, N. Y., from July 11 to 15. This conference is a division of the Silver Bay Industrial Institute and is devoted to the problems of management in plants of 500 or fewer employees.

"New Levels of Management Effectiveness—The Job Ahead" will be the general theme of the conference this year.

### Kellogg Elects E. J. Freeman Vice-President

Earle J. Freeman, advertising manager of the Kellogg Company, Battle Creek, Mich., has been elected vice-president of the company in charge of advertising. Other officers elected were George C. McKay, vice-president in charge of finance, also treasurer and assistant secretary; Eugene H. McKay, vice-president in charge of production and assistant treasurer, and Ross T. Adams, vice-president in charge of purchasing and secretary. W. K. Kellogg was re-elected president.

### J. W. Hubbell Advanced by Simmons

John W. Hubbell, for the last three years promotional sales manager of the Simmons Company, has been advanced to the newly created position of promotional sales and advertising manager. He will continue to make his headquarters at New York. Joseph V. Quarles, Jr., has been appointed assistant advertising manager and will make his headquarters at Chicago.

An enlarged advertising campaign is planned for the fall.

### Fred Ibbett with McCann-Erickson

Fred Ibbett, formerly of the British Broadcasting Company, National Broadcasting Company and Columbia Broadcasting System, is now with the Chicago office of McCann-Erickson, Inc., in charge of radio production.

### C. F. Bennett Advanced by U. S. Advertising Corporation

Cecil F. Bennett, vice-president of the Chicago division of the United States Advertising Corporation, has been made executive vice-president of that organization.

### Paul Cornell Agency Adds to Staff

Paul M. Bryant has joined The Paul Cornell Company, Inc., New York advertising agency, as marketing director. Miss V. Sturgeon has been added to the agency's copy staff.

### Bower Roller Bearing Account to Winningham

The advertising account of the Bower Roller Bearing Company, Detroit, has been placed with C. C. Winningham, Inc., Detroit advertising agency. Business papers and direct mail will be used.

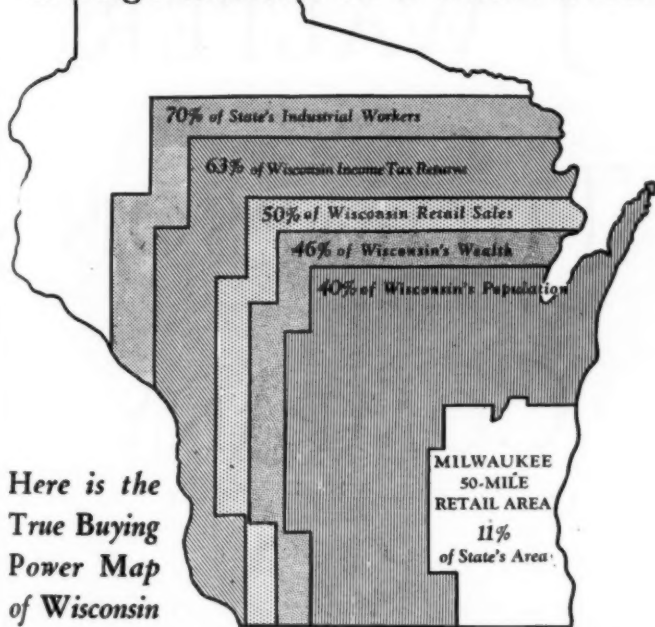
### Joins Screenland Unit

J. J. Mitchell, for five years circulation manager of *Liberty*, New York, and until recently promotion manager of the Butterick Publishing Company, has joined The Screenland Unit, New York, as circulation manager.



# The Nation's Twelfth Market

-a huge market in a small area



*Here is the  
True Buying  
Power Map  
of Wisconsin*

—showing what part of the state the eleven counties in Milwaukee's 50-mile trading area would occupy if the size of the counties were based on the percentage of the total state population, wealth, retail sales, income tax returns and industrial workers.

In this compact area, retail sales exceed \$600,000,000 annually—and The Milwaukee Journal has no rival in swaying these sales to advertised products. From Greater Milwaukee, where it reaches the dominant majority of the able-to-buy homes, out through the entire retail area, The Journal does a thorough selling job at a low advertising cost.

## THE MILWAUKEE JOURNAL

**FIRST BY MERIT**

J. WALTER  
THOMPSON  
COMPANY

Product and market research  
Merchandising  
Complete advertising service in  
newspapers, magazines, radio,  
and outdoor

---

*An organization operating  
on-the-ground in the market  
centers of the world*

NEW YORK • 420 Lexington Avenue • 1 Wall Street

CHICAGO • 410 North Michigan Avenue

SAN FRANCISCO • BOSTON • CINCINNATI • ST. LOUIS

LOS ANGELES • MONTREAL • TORONTO • • London

Paris • Barcelona • Stockholm • Copenhagen • Berlin • Antwerp

Bucharest • Sao Paulo • Buenos Aires • Johannesburg • Bombay • Sydney

# New Products for Summer Sales

The Kenwood Mills Put Advertising Behind New Summer Blankets  
Designed for Four-Month Season

By Ralph Crothers

THERE are three ways to face the customary summer slump in a tough year. One is to sit by the roadside head in hand crying gently. There are many operating on this principle.

Others are waiting quietly by the same roadside for some magic impetus, some pied piper who will lead them off gloriously to the happy valley. The third group have realized that the only way to get started is under their own steam. They are working on new products, new ideas, new copy angles.

Take the Kenwood Mills, for example. It seems to me that one of the things that would ordinarily have a summer slump would be a blanket and if I were a blanket manufacturer it is entirely possible I would sit down, wishfully waiting, doing nothing about my business. Yet Kenwood has just brought out a new type of blanket and is using a lot of advertising to make people know about it.

In the first place, the company worked out a brand new blanket for summer nights and summer days. A much lighter wool blanket than ordinary, made in an especially soft finish and printed in various colors to suggest both summer skies and wood flowers. Carefully worked out to add to the enjoyment of summer time, the blankets were made to strike a balance in bed coverings; to ward off the chill of possible sharp nights in the mountains or at the shore, and yet light enough so that they really weren't oppressive if the night should suddenly get warm.

Moreover it was realized that there were many added uses to tell

about in the advertising; use as a wrap after the morning plunge, as a beach robe, as a light cover for the hammock, a useful throw for the canoe.

Having worked out this totally



Oh, what is so rare?

Though there's nothing so rare as a day in June when you may remember there's nothing more rare than a still summer night, let it be said that a lot of thinking about perfect June days—delicious nights, on the other hand, is more interested in making the night as comfortable than even the property will appreciate the day.

Now imagine the result is the new Kenwood Summer Blanket. A fine wool blanket, soft to the touch, that will keep you warm on chilly nights. It's an innovation in bed covering—change the cold out on cold nights and the hot out on hot ones.

Don't confuse the Summer Blanket with the real Kenwood. That would be the comparing a light summer blanket with a blanket in warm weather with a delicately constructed knit wool. No.

Kenwood is a robust, really, deep, warm blanket for cool nights. Summer blanket is a light, soft blanket with warm made just for summer. Both are perfect for what they're put to.

When you see the Kenwood Summer Blanket in your favorite store—beds, soft pastel shades of Green, Orchid, Rose, Gold, Blue and Tan—remember it occupies them as the best of both worlds. It's a blanket that's as useful as a blanket and as soft as a blanket. And, when you are looking for this new blanket, don't forget the Kenwood Summer Throw and Sheet that add to the summer comfort—on the porch, in the sun parlor or living room, on the lawn, on the beach or for the extra bed covering on cold nights.

**KENWOOD ALL WOOL BLANKETS**

S. ALTMAN & CO. JACOBSON'S to Brooklyn ABRAHAM & STRAIN to Newark E. KENNEDY & CO. LORR & TAYLOR LORR'S

A Conversational and Slightly Amused Tone  
Characterizes the Consumer Advertising

new type of product, the company boxed the blankets in pairs, went after the leading stores of the country to suggest featuring them in displays and then used interesting consumer advertising to let the public know of the new product and to allow the public to pass upon its value.

In the consumer copy a conversational and slightly amused tone was used concerning Mr. J. R. Lowell who did a nifty bit of barding about perfect June days and telling that the company was more interested in perfect June nights

# Presenting...

## 5 Attention Getting Suggestions . . . . .



Detroit is one of America's four largest markets and today it is definitely showing a rising trend. This combination of a large favorable market and a medium capable of covering 71% of the financially able homes makes a real selling opportunity, particularly if the market's attention is focused on your product by some compelling appeal. The five methods listed below offers tested suggestions at unusually attractive rates.

- 4 colors in Sunday Comic Section
- 4 colors in Sunday Feature Section
- Sunday Rotogravure . . . at little more than black and white.
- Two Color weekdays only 18% extra.
- Comic Strip Weekdays, only 10 cents extra per line

## The Detroit News

New York

THE HOME NEWSPAPER

Chicago

I. A. KLEIN, Inc.

J. E. LUTZ

but also the copy was sufficiently convincing to stress the complete difference in the consumer's mind between the regular Kenwood and the special summer blanket designed to take the slump out of summer sales.

"To confuse these two," said the copy, "would be like comparing a filet mignon Bernaise and hashed and creamed potatoes with a delicately concocted fruit salad. The Kenwood is a robust, wooly, deep-napped blanket for cold nights. The summer blanket is a light, soft flannel-like conceit made just for summer. Both are perfect for what they are perfect for."

Through the fashion merchandising bureau, the company then told the retailers how to go after the market on these blankets. The retailer was advised not to feature the new product merely as a summer blanket, but to emphasize in advertising the every day and every night utility it had.

"We would suggest," said the folder, "the purchase of pairs, not only of summer blankets for beds but for the afternoon siesta, for bath wraps, for porch and other furniture drapes and a score of other uses that will occur to you in a few moments' thought."

In a special bulletin retailers were offered interesting and constructive suggestions for window displays which would call the attention of the passer-by to the fact that they had stocked the new merchandise. If, for example, the window display was in the form of a summer bedroom, it was suggested an electric fan would cause the curtains in the bedroom to blow, suggesting the importance of an all-wool Kenwood for summer night protection, or if the window scene was in the form of a camp veranda the fan could suggest the use of a summer blanket for protection on veranda, in canoe or on the beach.

In other suggestions for motion in the window display, the retailer was told that he might have a water scene in his window and figure out a way of giving motion to the canoe that displays the summer blanket and he was asked,

"Can you suggest a way that the chair might be caused to rock?" supposing that the occupant of a rocking chair was using the summer blanket for protection.

In all the bulletins the idea of motion in his window in order to attract more attention to the new product, was suggested rather than given in detail. It was put up to his ingenuity as to how he himself could cause motion by the aid of some sort of an electrical appliance such as a fan, instead of giving him absolutely A B C instructions which he was to follow without deviation.

If a manufacturer of heavy blankets, just before the hot weather comes on, has the foresight, courage and imagination to bring out a totally new product designed for what would ordinarily be very much an off-season, then surely other men in other lines should be able to get a bit of inspiration from his method of thinking. It may have been all right to cut down on advertising, sales effort, even imagination and courage two years ago. This is no time to keep cutting at everything in sight. The manufacturer who intends to be in business next fall, next winter and for the years after that, should now be thinking about a new product which he can push immediately.

Certainly the business which never brings out a new product isn't doing all in its power to increase its sales.

Omission of imagination is easy in hot days in an off year.

Starting something new is not easy. Yet history proves that many a new product started in bad times helped considerably in creating new customers who continued to buy when the upturn came.

### Succeeds E. H. Gardner as Head Chicago Agency Group

Melvin Brorby, vice-president of Needham, Louis & Brorby, Inc., has been appointed chairman of the advertising agencies departmental of the Chicago Advertising Council. He succeeds Edward H. Gardner, who is joining Benton & Bowles, Inc., New York. Mr. Gardner had been with the Chicago office of the J. Walter Thompson Company.

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# **Business Activity in Indianapolis is 13% ABOVE the U. S. average**

An analysis of local business activity made by *Sales Management*, based on bank debits, shows Indianapolis at 70.3 per cent of normal for the first quarter of 1932 . . . or 13 per cent above the average level for the country as a whole. "Normal," for the purpose of this study, was fixed as the average for the years 1926 to 1928.

Here again is added evidence that Indianapolis is a stable market . . . where a steady level of business activity is more consistently maintained. This stability of the market . . . plus the proved ability of The News to sell it thoroughly and economically . . . makes the Indianapolis Radius an attractive sales territory to cultivate, NOW.



New York: DAN A. CARROLL, 110 E. 42nd St.

Chicago: J. E. LUTZ, Lake Michigan Bldg.



*Cosmopolitan* M  
*the* LARGEST N  
SALE of any 25  
IN THE W

*"Greater today  
than yesterday . . .  
Greater TOMORROW  
than today . . ."*

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*The CLASS MAGAZINE with more than and*

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*an Magazine has*  
**STNEWSSTAND**  
*ny 25c magazine*  
**HIWORLD**

*Hearst's International*  
combined with  
**Cosmopolitan**  
*57th Street at 8th Avenue, New York*

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*ore than and One-Half Million CIRCULATION*

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*You get  
MORE  
than you  
pay for*

**A**DVERTISERS in the Oklahoman and Times get ALL the effective circulation they pay for, and MORE. During the twelve months covered by the last A.B.C. audit report, the Oklahoman and Times gave advertisers a bonus of 745 net paid copies daily—more circulation than was claimed by the publisher, or paid for by the advertiser. ● The Oklahoman and Times were the ONLY newspapers to receive a clean slate in a recent A.B.C. outside investigation of circulation claims by Oklahoma City newspapers.\* The auditors actually added 745 to the daily average circulation claimed by the Oklahoman and Times, giving the Daily Oklahoman a 45.8% lead in city and suburban, and a 92.5% lead in total circulation over Oklahoma City's third paper. The Times leads the third paper by 52.3% in city and suburban, and 78.6% in total circulation. ● The Oklahoman and Times not only give advertisers BONUS circulation, but they give them clean, effective circulation secured without benefit of premiums, contests or clubbing offers among subscribers—and at the LOWEST milline rate of any newspaper in this market.

\*193,112—A.B.C. Audit, Sept. 30, 1931.

**THE DAILY OKLAHOMAN  
OKLAHOMA CITY TIMES**

**THE OKLAHOMA PUBLISHING COMPANY**  
The Oklahoman Farmer-Stockman Radio Station WKY  
Representatives—E. KATZ SPECIAL ADVERTISING AGENCY

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## "Proper Advertising Cheap Enough"

What Head of The American Tobacco Company Thinks about Rates and Current Methods of Buying Space

**G**EORGE W. HILL, president of The American Tobacco Company, thinks that present-day costs of the right kind of advertising are quite low enough.

Mr. Hill makes this suggestion in response to a letter sent by **PRINTERS' INK** to him and a few other leading advertisers asking for expressions as to the merits of an editorial discussion of the rate situation which appeared in the June 16 issue.

The editorial told about twenty-one leading advertisers having met behind closed doors to consider various subjects in relation to the present business outlook. Some of the advertisers, according to information given **PRINTERS' INK** by one of the prominent members of the group, wanted advertising rates reduced horizontally without regard for the strength or the lack of strength of individual media.

**PRINTERS' INK**, believing that such agitation comes primarily from lack of knowledge of space buying, took the stand in this editorial that advertisers should, first of all, know values thoroughly.

Then the letter to which Mr. Hill and some others replied was sent out. It follows:

"You probably saw the leading editorial 'Advertising Costs Must Be Reduced' in the June 16 issue of **PRINTERS' INK**. But to make sure, we are herewith sending you a reprint containing it.

"We shall be very much interested in receiving your reaction as to our method of handling this vital subject. It is a thing that has to be ironed out in the interests of both advertisers and publishers, and **PRINTERS' INK** naturally wants to be as helpful as possible. If you will tell us whether, in your estimation, we are right or wrong in this editorial, you are going to be really helpful to advertising in general. For it is our purpose to fol-

low through on this proposition.

"The main feature of the argument, as we see it, is that advertisers should not expect any horizontal reduction of rates applying to all media without restriction. Some space may not be worth as much as is now being asked for it and other space is doubtless worth more. Obviously, therefore, the exigencies call for individual negotiations rather than concerted action. And individual negotiations cannot be successfully undertaken without definite knowledge as to the worth or lack of worth of individual media.

"Do you agree with us or not? If you can spare the time to dictate a brief letter stating your views, you will place us under a definite obligation. And, of course, if you want to make your expression confidential, we shall carefully follow your wishes in the matter."

Mr. Hill promptly replied, expressing the following sentiments:

"To me, advertising is like everything else that is purchased by our company.

"My instructions to our purchasing department have always been—make sure that you buy articles at as low a cost as the supplier sells to anyone—The American Tobacco Company is entitled to that—but always encourage your supplier to give you the best of quality and if he makes a profit on your order, be glad that he makes a profit, providing, of course, that you have assured yourself that no one buys goods at any less cost than you do."

"I think the same situation, as I say, applies to advertising. From my point of view, proper advertising is cheap—quite cheap enough. The results are what count and all that we want to do here is to buy as cheaply as the other fellow."

The president of another very

THE AMERICAN TOBACCO COMPANY  
INCORPORATED

111 FIFTH AVENUE, NEW YORK

OFFICE OF THE PRESIDENT

June 17, 1932

Mr. G. A. Nichols, Managing Editor  
The Printers' Ink Publications,  
#185 Madison Ave.,  
New York, N. Y.

Dear Mr. Nichols:

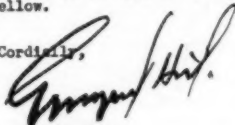
Thank you for your letter of June 16th.

To me, Advertising is like everything  
else that is purchased by our Company.

My instructions to our Purchasing Department have always been - "make sure that you buy articles at as low a cost as the supplier sells to any one - The American Tobacco Company is entitled to that - but always encourage your supplier to give you the best of quality and if he makes a profit on your order, be glad that he makes a profit, providing, of course, that you have assured yourself that no one buys goods at any less cost than you do."

I think the same situation, as I say, applies to Advertising. From my point of view, proper advertising is cheap - quite cheap enough. The results are what count and all that we want to do here is to buy as cheaply as the other fellow.

Cordially,



George W. Hill  
PRESIDENT

large manufacturing organization who does not wish to have his name mentioned in this discussion but whose company profitably invested more than \$2,000,000 in advertising in 1931 is also vigorously against the proposition of any horizontal reduction in rates.

Here is what he writes:

"Editor of PRINTERS' INK:

"This is in reply to your letter of June 16.

"For obvious reasons my letter is not of course for publication.

"I am in full accord with your viewpoint as expressed in your editorial in PRINTERS' INK of June 16.

"The company with which I am associated would of course, as a matter of business, be glad to see advertising rates reduced, but we would not wish to see them reduced unless the reduction is justified in the individual case, and unless the individual publications affected could, if efficiently operated, show a fair profit.

"We believe that the economic law applies to the publishing business as well as to every other type of business, and no business can properly serve its customers unless it receives proper compensation for what it sells and a compensation that will enable it, under proper management, to make a fair profit."

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Another indorsement of the ideas expressed in the **PRINTERS' INK** editorial comes from The Welch Grape Juice Company. S. C. Jones, vice-president of that organization, writes this letter:

THE WELCH GRAPE JUICE  
COMPANY

WESTFIELD, N. Y.

*Editor of PRINTERS' INK:*

Your letter of June 15 addressed

to our Mr. Welch has been referred to the writer. We are heartily in sympathy with the editorial comment and we believe that the time has come for manufacturers to inquire into the buying of advertising, just as they are inquiring into the cost of raw materials and production.

THE WELCH GRAPE JUICE CO.

S. C. JONES, *Vice-President.*

## Twenty-one "Public Benefactors"

ONEIDA COMMUNITY, LIMITED  
ONEIDA, N. Y.

*Editor of PRINTERS' INK:*

Referring to yours of the 16th and copy of editorial (which I read with interest), my particular comments will have little value. Our advertising is almost entirely in magazines, while your discussion involves mainly newspapers.

In general I must say that I believe a flat reduction in advertising rates is due. The "buyers' strike" has gone beyond theory. Every item which enters into my business and every item which enters into newspaper and magazine advertising has been reduced in price. I confess that I feel the same sense of outrage when I contemplate persistence of the old advertising rates that my wife does when she goes into a store and finds that they have made no reduction in the price of shoes.

In particular, I myself do not believe that any president or high executive of a company should have in his head the rates on all the papers in San Francisco, Des Moines, Memphis, etc. You compare this to the purchase of "lumber or gadgets." No executive by any chance knows the prices of

lumber or gadgets. He has a department which on its part does not have in its head all the prices of lumber or gadgets, but has ready reference to such prices. Your Fletchers, Brent Goods, Douglasses, etc., were either supermen or business was smaller or simpler in their day.

I can remember when I knew everything that went on in our business, including every customer and the name of every man in the shop. The change in the size and in the complications of business long ago obliged me to leave much of this detailed information to specialists, and renew my own knowledge only when needed in important discussions.

In general I believe that the "twenty-one national advertisers meeting behind closed doors" are public benefactors. We all intend to keep up advertising, but presently, if the magazines decide that they are immune from the deflation of prices which is world-wide, most advertisers will use advertising only to hold on to what they have got and will try to find other ingenious ways for their very essential forward pushing.

PIERREPONT B. NOYES,  
*President.*

### C. S. Yarnell with Olmsted-Hewitt

Clyde S. Yarnell, formerly vice-president of Herr-Yarnell, Inc., Minneapolis advertising agency, has joined Olmsted-Hewitt, Inc., advertising agency, also of that city, as creative writer and account executive.

### E. P. Weber Appointed by Erie Club

Edgar P. Weber, of the Great Lakes Mercantile Service, has been appointed chairman of the special committee of the Erie, Pa., Advertising Club which will arrange for the convention of the Advertising Affiliation at Erie next May.

# Good Testimonials

SOUTH BEND LATHE WORKS  
SOUTH BEND, IND.

Editor of PRINTERS' INK:

Will you kindly send us a list of articles which have appeared in PRINTERS' INK pertaining to testimonial booklets and testimonial letters; also on booklets giving lists of users? We are interested in any ideas you may have as to the value of these pieces in use with other sales literature.

J. R. MASENICH,  
Advertising Department.

IT is pretty generally conceded that the fake testimonial has discredited itself. Unfortunately, it has had a slight tendency to discredit legitimate testimonials but in spite of this fact good testimonials are still effective advertising.

Particularly in the advertising of industrial products this form of advertising is highly effective.

A recent book issued by the Crittall Casement Window Company is full of effective indirect testimonials. All through the book are scattered pictures of various installations of Crittall windows in well-known public buildings or in residences owned by well-known persons or designed by leading architects.

"Captains of Commerce" is the title of an interesting booklet issued by the Williams Oil-O-Matic Heating Corporation. More than two-thirds of it is taken up with the names of industrial leaders in whose homes the company's products have been installed. It also presents reproductions of testimonial letters from various persons who have had Williams Oil-O-Matic burners installed for some time.

On one page is published a letter dated some years ago and on a facing page a letter from the same man telling how satisfied he is with his heating system. This book makes an effective combination of direct and indirect testimonials.

As a matter of actual practice, it is often good advertising strategy to combine both the direct and indirect type of testimonials. The fact that a certain product was used in the Empire State Building is just as effective an indorsement of the product as would be a letter from Alfred E. Smith himself. It might not have the sensational news value but in the last analysis the buyer will be just as well sold. —[Ed. PRINTERS' INK.]

## Photo-Engravers Revise Standard Scale

A new standard scale for photo-engravings has been adopted by the American Photo-Engravers Association. The new scale, known as Form H, will go into effect August 1.

Supplanting a scale that has been in effect many years, the new scale simplifies calculations, permits a more logical and orderly presentation of side notes and, based on an eight year fact-finding study by the association's cost accounting and statistical bureau, revises the scale values in line with present business requirements.

## Form Bishop-White Publications, Inc.

Bishop-White Publications, Inc., has been formed at Cleveland to publish the magazines, *Parade* and *Your Garden and Home*, under single management. W. Holden White, who founded *Parade* a year ago, will be president. J. Thoburn Bishop, who founded *Your Garden and Home* five years ago, will be vice-president and managing director.

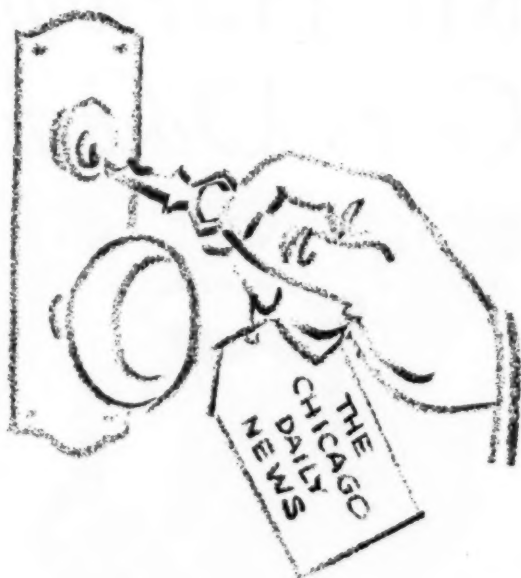
## Comrie & Cleary Company, New Chicago Agency

Frank M. Comrie and William J. Cleary have formed the Comrie & Cleary Company, Inc., to conduct a general advertising agency business at Chicago. Mr. Comrie, who has been connected with the advertising business for forty years, was for some twenty years with the J. Walter Thompson Company and later president of the Frank M. Comrie Company. Mr. Cleary was also for many years with the J. Walter Thompson agency and more recently was secretary-treasurer of the Reed G. Landis Company, former Chicago advertising agency.

## Tide Water Oil Sales Appointments

The Tide Water Oil Company, New York, a subsidiary of the Tide Water Associated Oil Company, has appointed L. C. Quackenbush and J. D. Collins as general sales managers. Mr. Quackenbush will be responsible for sales of the wholesale, export and industrial products departments. Mr. Collins will be in charge of domestic automotive marketing activities.





## COME RIGHT IN!

Given the *right medium* of entry, any market, however difficult, becomes an open door. With its quality, quantity, concentrated, evening circulation *The Chicago Daily News* lets you into *Chicago*—most easily, most surely, most economically.

*National Advertising Representatives*

**GEORGE A. McDEVITT CO.**

NEW YORK

CHICAGO

PHILADELPHIA

DETROIT

SAN FRANCISCO

# Mr. Harwood Gets Down to B



THE BOONE MAN REPRESENTS  
21 HEARST NEWSPAPERS

## DAILY

New York Journal  
Albany Times-Union  
Syracuse Journal  
Rochester Journal

Boston American  
Baltimore News  
Washington Times-Herald

Atlanta Georgian  
Chicago American  
Detroit Times  
Omaha Bee-News

## SUNDAY

Boston Advertiser  
Albany Times-Union  
Syracuse American

Rochester American  
Detroit Times  
Omaha Bee-News

Baltimore American  
Washington Herald  
Atlanta American

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# to BEDROCK

*"Under the pressure of unusual business conditions, all theory falls . . . common sense emerges as the only successful selling factor" . . . from a statement of Frank W. Harwood, vice-president, Lennen & Mitchell, Inc.*

WE AGREE. There is no substitute for common sense . . . today, more than ever, when every sales campaign must show definite profit.

Common sense does not recognize theory. It requires facts... it brushes aside intangible "nation-wide effort" and demands precise knowledge as to *which* markets are able to buy; *how* they can be sold.

More and more manufacturers now concentrate in markets of known profitability and Pound them; pound with newspapers that are a powerful influence in daily life . . . newspapers that can impose store-door pressure upon dealers.

The Boone Man represents 21 of the Hearst newspapers which have been helpful in this type of bedrock selling in eleven markets of 25,500,000 people . . . a food product doubled sales; a maker of electric clocks sold its entire year's output within one month; an ice-cream novelty introduced in a new market was oversold from the day the campaign started; a food product broke all sales records in New York and Chicago.

Details of these, and many other recent successes, support the belief that newspaper markets, with newspaper cooperation, are the 1932 foundation of common-sense selling.

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION  
A UNIT OF  
HEARST ADVERTISING SERVICE  
New York

Boston	.	Cleveland	.	Detroit	.	Philadelphia
Rochester	.	Cleveland	.	Atlanta	.	San Francisco

*Worcester, Massachusetts*

# APPLES and AYRSHIRES

**Contribute to Worcester County's Wealth**

Surrounding the thriving industrial centers of Worcester county are more than half a million acres of fertile farm lands adding millions of dollars every year to the buying power of the Worcester Market.

Worcester county farmers are specialists, exercising on orchards and herds the same patient skill, the same New England ingenuity, which their urban cousins exemplify in machine tools and textiles. Here the red McIntosh apple grows to perfection—15 boxes of apples to the tree. Here lusty chickens are nurtured in sun parlors, and thousands of potential duck dinners fatten on the ponds. On Worcester county hills graze herds noted for heavy milk production—Ayrshires, Jerseys, Guernseys whose progeny is sought by breeders throughout the nation. Because Worcester county farmers are specialists, turning out products of unquestioned superiority, they find a ready market in boom times and in dull. The immense agricultural income of Worcester county flows in with but slight fluctuation from year to year.

Milk, Poultry, Fruit, Vegetables Are the "Big Four" of Worcester County Farms, Yielding Over \$12,000,000 Annually

## **This Income Is Distributed As Follows**

Dairy Products. . . . .	\$5,000,000 to \$6,000,000
Poultry Products. . . . .	approximately \$3,000,000
Fruit. . . . .	approximately \$2,500,000
Vegetables. . . . .	approximately \$1,500,000

Living in modern homes, accustomed by their everyday work to thinking in terms of quality, these agricultural specialists form a rich market singularly responsive to advertising which offers quality in food, shoes or automobiles.

***The ENTIRE Worcester Market—industrial and agricultural, city and suburban—is adequately, economically cultivated through advertising in these newspapers ALONE***

**85%** of all families in Worcester and throughout the average 18-mile trading area who regularly, every day, receive in their homes a Worcester newspaper, read the Telegram or Gazette in their home six days every week.

# THE TELEGRAM-GAZETTE

*Worcester, Massachusetts*

**George F. Booth, Publisher**

**Paul Block and Associates, National Representatives**

**New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles**

# Get More Out of Your Direct-Mail Dollar

New Postal Rates Are Compelling Advertisers to Search for Economies

By E. B. Weiss

"FOR a number of years," writes the Scott Paper Company, "we have been making very effective use, in selling our toilet tissue and towels, of processed letters, signed by a signature plate with the addressee's name reproduced by a process plate. These have been mailed out under first-class postage.

"We are now considering the use of similar letters, but to be mailed out under a third-class permit for 1-cent postage. Can you furnish us any information on the relative effectiveness or pulling power of identical letters mailed out under first-class postage and under this third-class permit?"

That letter is one of a number recently received by PRINTERS' INK making various inquiries about direct-mail advertising and all centering around the new postal rates that go into effect July 6, 1932. The principal change in the rates, from the standpoint of the direct-mail advertiser, is an increase of a full cent in the first-class rate, making it 3 cents instead of 2 cents.

This increase has induced advertisers to search, as they probably never did before, for methods of stretching the direct-mail dollar. In fact, some advertisers have become quite panicky and as a result have made cuts in their direct-mail activities without due thought and even ahead of the actual rise in rates. As a consequence, one of the New York postmasters reports that a decided drop in mail volume followed the passage by Congress of the bill providing for the new rates, although the increases are yet to go into effect.

Other developments are also crowding fast on the heels of the new rates. Private companies, for example, are being formed in some localities to deliver mail on a basis which is said to be lower than first

class. Western Union is offering a service of this sort. Interesting legal questions are involved. Some of the public utilities contemplate hiring men to deliver their monthly statements. Other companies are considering sending out their bills and acknowledgments on penny postcards. The use of third-class postage instead of first-class for various types of mailings is being seriously considered by many.

Obviously, this is a case where it is vastly better to make haste slowly. A panicky change in direct-mail procedure is likely to prove an expense rather than a saving. The proper attitude should be one of carefully searching for waste and of applying the pruning shears only where they may be used without hurting results.

For those who are approaching the current direct-mail situation in this frame of mind, PRINTERS' INK has brought together a variety of sources to which advertisers may look for waste that may be eliminated. With the possible exception of a handful of the largest direct-mail advertisers, who have placed their work on almost a scientific status, an examination of these sources of potential waste should lead the rank and file of advertisers to some worth-while economies.

\* \* \*

The first big and most common source of waste is the mailing list. Eternal vigilance is the price of an up-to-date mailing list. A thorough overhauling every six months, or once a year, is an excellent thing, but in between the list should not be permitted to rest peacefully unaware of the changes that are going on about it. For of changes in names and addresses there is no end. It has been said that 14 per cent of a live mailing list is anything but live after the first six months.

These changes in names and addresses, if not adequately tracked down, involve an enormous amount of waste. In fact, one may feel safe in asserting that the vast majority of those using direct mail could make up the extra cost of the new rates by simply bending every effort to bring their mailing lists up to the minute and keeping the size of the lists at maximum efficiency.

\* \* \*

The usual changes that necessitate alterations in the mailing list may be caught "on the wing" by carefully scanning newspaper reports, incoming correspondence, business-paper news items, reports of changes noted by the salesmen, reports of financial agencies, guaranteeing return postage, use of return address on mailings, and, above all, having at least one person definitely detailed to the responsibility of keeping the list in perfect condition.

\* \* \*

In addition to the day-by-day checks, there should be a semi-annual or annual overhauling of the entire list. There are a number of directories, including telephone directories, that may be consulted. The salesmen may be induced to spend a few hours checking over all names located in their territories. A mailing may be sent out bluntly asking whether recipients want mailings continued (not suggested for wide use, but of value, for example, to some industrial advertisers). Use of a mailing in which the recipient is frankly told that, in the interests of economy, won't he please use the enclosed return card if he is being incorrectly addressed? Have local post offices check lists—the charge is 65 cents per hour. Check with jobbers and with dealers; it can be done, sometimes.

That's not a complete list, but the advertiser who combines this sort of check-up with daily corrections won't have many mailing list leaks through which postage stamps may filter.

\* \* \*

Misspellings cause an amazing amount of duplications in a list

and therefore call for special discussion, although they come under the general heading of keeping the list up to date. A retail druggist, whose name is John Aichele, once told PRINTERS' INK that he received five mailings at one time from a single advertiser, all sent to the same address but spelling his name with the following variations: Akeley, Aichly, Ichele, Arkel, and one spelled correctly.

\* \* \*

There is a general tendency, in handling mailing lists, to keep a name on the list indefinitely, once it has been placed there. With some advertisers this may be the thing to do. Other advertisers, however, will find it better to determine for how long it is worth while to keep a name on the list. Those names that exceed the deadline may be discarded or put into a special list, to be circularized occasionally, perhaps, but not with the same frequency or the same type of mailings sent to the regular list.

\* \* \*

Move heaven and earth to get complete names, titles and addresses.

\* \* \*

Now we come to the quite generally overlooked plan of segregating the mailing list and then planning specific mailings for each part of the list.

It is actually amazing to see how few lists are sub-divided in any way at all. For example, an envelope manufacturer with a list of 25,000 names, including such varied interests as department stores and publishers, lumped all the names together. A letter about an envelope that would be of particular interest to department stores would go to the entire list. The plan of classifying his list into logical groups and then writing special letters for each group had never occurred to him.

\* \* \*

It is obvious that a segregated list permits bull's-eye advertising, which is precisely the sort of appeal that ought to be used in direct-mail work. It means that almost every name on the list re-

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ceives mailings specifically planned for that name.

An industrial advertiser, with a mailing list of 96,000 names, maintains sixty-two classifications. Every mailing piece is designed concretely for one of those classifications. There is no aiming in the dark.

\* \* \*

The first step in any plan of segregation should be to separate customers and prospects—one of those very obvious things that is frequently not done. Secondly, it might be advisable to classify the customers into those who have bought in stated periods and into customers of various sizes. Prospects should be split into groups with like interests, the dividing to be done on as fine a basis as the size of the mailing list and other factors would indicate to be necessary. Also, prospects may be broken down into groups representing the potential business they offer.

\* \* \*

This leads us naturally into the subject of types of mailings. It is amazing to learn how few direct-mail advertisers know why they do or should use a four-page letterhead, enclosures, fill-ins, and so on through the wide range of direct-mail activities. Advertising may never become a science but direct-mail advertising beyond doubt is susceptible to advance planning to an astonishing degree.

\* \* \*

The very first move an advertiser must make, if he wants to take his direct mail off a hit or miss basis, is to maintain an exact record of each and every mailing. In addition to maintaining this record, consult it regularly. A record of this sort will flash many signals of value in avoiding waste.

It might include: 1. Date of mailing. 2. Quantity sent. 3. Lists used. 4. Enclosures. 5. Number of prospects answering. 6. Percentage of prospects answering. 7. Number of sales. 8. Total sales in dollars and cents. 9. Cost. 10. Remarks.

\* \* \*

It is frequently an excellent plan

to arrange matters so that vital information about the names on the list are collected and placed on the mailing list cards—that is, where the list is kept in card form. Too many cards contain nothing other than names and addresses. If nothing else, add the date on which the name was placed on the list, so that the "age" of the name is known.

\* \* \*

Of course these records will not make testing unnecessary. Every mailing of any importance ought to be tested, and every established practice ought to be tested periodically.

That continually disputed matter of whether or not to use a fill-in should be decided on the basis of tests—not on the basis of somebody's prejudices. There are many advertisers using fill-ins and otherwise attempting to personalize their mailings who are simply running up unnecessary expense. There is probably an equal number who are deluding themselves into believing that they are saving money by omitting fill-ins and the other personal touches.

\* \* \*

Here are a handful of other direct-mail practices that each advertiser must test for himself, if he is to avoid waste: Infrequent costly mailings vs. more frequent inexpensive mailings; color and quality of paper; whether or not to use enclosures and what kind; the relative advantages of one or four-page letterheads; the use of color; size and shape of mailing piece; proper timing of mailings. And, of course, the message, itself, must be carefully tested—it is surprising, sometimes, to discover to what an extent results may be improved by what appear to be only slight changes in the copy.

\* \* \*

Another subject for testing is the postal classification under which the mailing is being sent. Right at this moment, as the letter of inquiry printed at the beginning of this article indicates, a number of advertisers are seriously thinking of switching from first-class



to third-class. Specifically, they are testing the so-called "penny-saver" type of envelope. This envelope is made with a special flap which, although it is not entirely sealed, nevertheless gives the impression of a sealed envelope.

A filled-in form letter may be mailed in this type of envelope at the third-class rate, which calls for 1½ cents or 1-cent per ounce, depending on the quantity involved in the mailing and the manner in which the mail is sorted by the mailer for the post office.

This brings up an important matter and that is the question of whether the mailing list is arranged alphabetically or geographically. If arranged geographically, the advertiser is in a better position to take advantage of the 1-cent rate in third-class mailings under section 435½ of the Postal Laws and Regulations which provides that the mailer who wants to obtain the 1-cent rate must sort and bundle his mail by post offices. Otherwise, the advertiser must pay 1½ cents. Further information on this technical point is available from the local postmaster.

In this connection, advertisers are also showing an interest in metered mail. It is worth looking into.

Some time ago, a shoe chain, which maintains a large mailing list, and which had been in the habit of using first-class postage, decided to experiment with the "penny-saver" envelope. It sent out 100 letters enclosed in this type envelope to as many well-known customers—all women. The letters were mailed, of course, under third-class. Each one of the women was then called on the phone.

The first question was: Did you receive the mailing? They all did. The second question was: Some of the envelopes were incorrectly stamped—what sort of stamp did yours carry? (That wasn't true, but there was a purpose in thus framing the question.) *Exactly 95 per cent of the women reported that their envelopes had a 2-cent stamp.*

That shoe chain is now using the

third-class "penny-saver" and the metering system on its huge list for practically all mailings that formerly went out first class.

Some direct-mail advertisers have found it profitable to use successful mailings over and over again. There may be a mailing piece in your file that was successfully used two, three or five years ago which, with no changes or only slight changes could be made to function effectively today.

Investigate the possibility of extending the use of artwork, etc., prepared for other purposes, to direct-mail advertising. Thus, one advertiser is using artwork prepared for his calendar in current direct-mail work.

Plan your direct mail farther ahead, if possible. This will result in a more cohesive campaign and it will help to bring down costs, inasmuch as the larger quantity ordered at one time will warrant a lower price.

Send every mailing to your home before it goes to the entire list. The condition it is in when you get it there, and the different atmosphere in which you read it, may lead to changes that will save money and increase results.

Remember that the first of the month is generally considered a poor mailing time. Bills and such matters go out around the first.

Finally, remember that true economy frequently comes with the expenditure of additional money. Penny-wise and pound-foolish was never a truer adage than it is today.

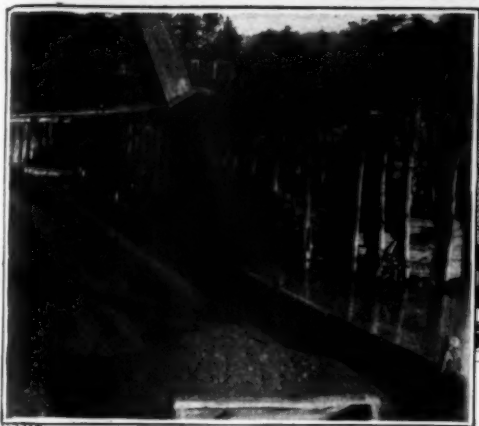
### Publishers' Representatives Combine

F. W. Henkel, Chicago, and J. W. Hastie, New York, publishers' representatives have combined their businesses. They will continue to maintain their offices in the two cities. W. H. Henkel will also continue to be associated with the Chicago office.

### Appoints Hurja-Johnson-Huwen

Beale Tours, Chicago, managers of railroad vacation tours to Eastern centers, have placed their advertising account with Hurja-Johnson-Huwen, Inc., Chicago advertising agency. Newspapers are being used.

## DIVERSIFIED INDUSTRIES OF LOUISVILLE



Crushed Kyrock being delivered into a barge in Kyrock Harbor.

# KYROCK—a product of KENTUCKIANA...!

The Kentucky Rock Asphalt Company, with the largest strip mining operation in the United States and the largest rock asphalt workings in the world, is typical of the giant industries operating in the Greater Louisville Market, KENTUCKIANA. This company operates a million-

dollar plant at Kyrock, Ky. The payroll approximates three-quarters of a million dollars annually and a half-million more is expended for supplies and equipment. It ships a quarter-million tons of Kyrock yearly for street and highway paving.



Greater Louisville and its rich, diversified market, KENTUCKIANA, can be reached effectively at one low cost only through one medium—

## THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Market Newspapers, Inc.

—:—

Audit Bureau of Circulations

REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY

**NEW CHEVROLET SIX**

Advertiser: Chevrolet  
Agency: Campbell-Ewald Co.  
Magazine: Saturday Evening Post and Collier's.  
Space: Four Color Spread  
Reader Interest: 43% above average page

**Dentyne**

Advertiser: Dentyne  
Agency: Badger & Browning Co., Inc.  
Magazine: Liberty  
Space: Second Cover  
Reader Interest: 27% above average page

## Would YOU have picked these as America's Best Read Advertisements for the week of June 11, 1932?

Did you guess right? Try your judgment again *this* week. ☐ Examine the June 18th issues of the 3 big weeklies. ☐ See if you can pick the "best read ads of the week". ☐ Right now we're tabulating the figures on what actually happened. ☐ Watch in the next issue of *Printers' Ink* for the facts and figures.

Once, advertising men looked casually through the big weeklies, praising here, panning there.

Now they still look through. But more carefully.

Some of them write their opinions on little pieces of paper. Then file them for checking next week with the facts.

For now . . . the first time advertising history . . . facts about advertising beyond A. B. C. citations are being made generally available.

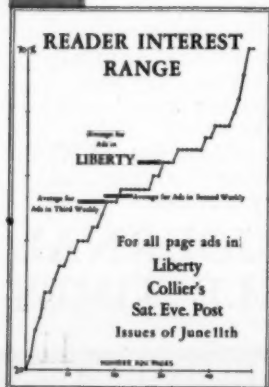
Every week, week after week, the investigators of Percival White, Incorporated, ring doorbells, find readers of preceding issues of *Liberty*, *Collier's* and *Saturday Evening Post*—go through each magazine with the reader, page by page, item by item, check every editorial feature, every advertisement or read.

For the first time, every advertiser in one or more of these 3 biggest weeklies can know not only how many ads were printed, but can have an idea as to how many were seen and read.

In the interests of more efficient advertising, *Liberty* sponsors these independent investigations to learn more about what happens to advertising.

If you buy space in one or more of America's three biggest weeklies, have your ratings for every week beginning back May 7th, 1932. These ratings are tabulated on a handy "files-in" interest rating card" already mailed out for you. Requesting a copy of the card places you under no obligation, entitles you automatically to receive revised card every time a new ad of yours appears—bringing all of your ratings up to date for ready comparison.

Scores of advertisers and agencies have already asked to be listed in our "readers' interest rating card". For yours, address *Liberty* Research Department, 430 Lexington Ave., N. Y.





**What will their future be?**

Small ad text describing the future of the soup business and the benefits of Campbell's Soup.

Advertiser: Campbell Soup  
Agency: F. Wallis Armstrong Co.  
Magazine: Saturday Evening Post  
Space: Four Color Page  
Reader Interest: 48% above average page



**How to be a Perfect Hostess**

Small ad text providing tips on being a perfect hostess and promoting Coca-Cola.

Advertiser: Coca-Cola  
Agency: D'Arcy Advertising Co.  
Magazine: Saturday Evening Post  
Space: Four Color Page  
Reader Interest: 48% above average page



**So it will be STILL Easier**

Small ad text describing the benefits of Dr. West's Tablets for constipation.

Advertiser: Dr. West  
Agency: Mitchell, Faust, Dickson & Wieland  
Magazine: Saturday Evening Post  
Space: Second Cover  
Reader Interest: 11% above average page



**'Don't skimp on oranges!'**

Small ad text promoting Sunkist Oranges and their health benefits.

Advertiser: Sunkist  
Agency: Lord & Thomas and Logan  
Magazine: Saturday Evening Post  
Space: Two Color Page  
Reader Interest: 39% above average page

**This week's study made under observation of Ruthrauff & Ryan, Inc.**

Small ad text discussing the effectiveness of advertising and the importance of reaching the right audience.

**Liberty**  
America's BEST READ Weekly

**How Choice of Magazine Varies Reader Interest for Your Advertisement**

**WEEK OF JUNE 11th**  
The average advertising page in Liberty stopped

- 35% more persons than in 2nd weekly
- 35% more persons than in 3rd weekly

✓  
**BEST READ ADS OF THE WEEK**  
•  
**JUNE 11**

# T TAXPAYERS

## —with money left over!

43% more homeowners read the Journal—the daily newspaper with the largest circulation and the lowest milline rate in the Pacific Northwest!

One of the significant facts established in R. L. Polk & Co.'s Consumer Study of 90,440 families in greater Portland was the circulation dominance of the Journal among homeowners—43% more homeowners read the Journal than any other newspaper.

That fact is of tremendous importance to you, because homes must be furnished, heated, equipped, modernized. The Journal *not only reaches more people at less cost but it reaches an overwhelming majority of that type of solid, substantial families of spending ability who constitute the market for your product.*



★A few of the  
Million Facts revealed in the Polk Study

58.60% of Portland families own their homes  
63.81% of Journal families own their homes

(Type of Dwellings)

Single dwellings . . . .	83.15%
Multiple dwellings . . .	5.44%
Apartments . . . . .	11.41%

THE  
Afternoon  
Sunday

**JOURNAL**  
PORTLAND, OREGON

★ Additional information from the Polk Study may be secured through our National Representatives—REYNOLDS-FITZGERALD, Inc. New York ★ Chicago ★ San Francisco ★ Los Angeles ★ H. R. Ferriss, Seattle

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# A Master Code for Advertisers

A. F. A. Convention Considers New Declaration of Principles, and Also Calls for U. S. Coalition Cabinet

TWO topics stand out among the many subjects being discussed at the annual convention of the Advertising Federation of America, in session at the Waldorf Astoria Hotel, New York. They are, first, abuses in advertising and, second, governmental extravagance in expenditures which, maintained by selfish political interests, is dissipating confidence in business initiative.

Gilbert T. Hodges, president, in addressing the opening session, attacked unfair trade practices. He reviewed what organized advertising has done in the past to protect advertising from abuse. During the last year, he explained, the Federation, through its council or departmental activities, representing some twenty-one national groups, has been studying advertising practices. This study has yielded concrete results in the form of a "Declaration of Ideals and Principles," a master code for the guidance of the advertising business generally, and to serve as a basis for codes of ethics to apply specifically to the functions of affiliated groups.

The code, need for which was first broached by George W. Kleiser, president of the Foster & Kleiser Company and chairman of the council of departmental activities, was being considered by the convention as this issue of **PRINTERS' INK** went to press. It follows:

I. We agree to conduct our business with a due recognition that truth, honesty and integrity must be the basis of every sound transaction; consider the mutual interests of supplier and consumer and, therefore, avoid anything tending toward misrepresentation, indecent or misleading advertising, deceptive methods or the promise of performance that cannot be reasonably fulfilled.

II. We desire to maintain the constructive elements in competi-

tion, those elements of initiative, intelligent and efficient effort that benefit the consumer; and remove those practices in competition that are of no benefit to the consumer and that are destructive of the whole mutuality of the interests. We, therefore, agree to develop in the competition a friendly emulation in the improvement of the service to the consumer; and eliminate unfair practices, injurious and discriminatory methods, tending to destroy both the efficiency of the business and the capacity of the consumer to purchase from business.

III. In the final analysis, business health depends upon the efficiency of the service to the consumer and, therefore, his interests are paramount, not only to himself but to our business. Therefore we will seek in all our endeavors to provide a more efficient service through increased capacity and knowledge, so that our responsibility in this direction will be fully discharged.

IV. The big problem of modern industry is to bring the product from the point of production to the point of use with the greatest efficiency and with the least waste. Advertising has an important part to play in the solution of this problem and, therefore, we agree to bend our greatest efforts in this direction by the more practical use of these principles, a more effective comprehension of the problem itself and greater progress in the promotion of better practices in our own business and our contact with others.

\* \* \*

This move by the Federation to focus attention on sound business practice follows through and ties up with other recent definite steps in this direction, such as the adoption of a "Fair Practice Code" by the Affiliated Better Business Bureaus and the Code of Ethics and Practice adopted by the American

Association of Advertising Agencies and the Association of National Advertisers.

Another significant factor, showing how steps are being planned to provide means of carrying this movement through, is the Better Business Bureau Conference being held in conjunction with the convention. This is the first time in several years that the Bureaus have participated in an A. F. A. convention, since the separation of the National Better Business Bureau from the association.

This conference is discussing ways and means of extending the Bureau movement to smaller communities which are unable to finance Bureaus individually, but where, in conjunction with advertising clubs, working arrangements can be set up under the guidance and with the co-operation of Better Business Bureau executives. It is anticipated that the conference will give impetus to the plans to make available to smaller communities the advantages of Bureau work.

The resolution condemning excessive taxation will come before the convention on June 23. It points out that in five years, Federal, State and local taxes have increased 63 per cent, absorbing a taxation of 22 cents out of every dollar in 1931, with the indication that it will absorb almost twice as much in 1932.

With this explanatory preamble, the resolution recommends:

That the Advertising Federation of America call upon all lawmakers—Federal, State and local—to reduce the expenses of government and the burden of taxation in line with the deflation of business and living expenses; and in order to accomplish this desired end and to inspire labor, capital and all industry and management with new courage and faith, the Federation further calls upon the Presidential nominees of the Republican and Democratic parties to agree and so pledge to the voting public, that whoever is elected, he will form a *Coalition Cabinet*, so that there may come a truce in political contention, and an unselfish

co-operation in government and in business, speeding a sound return to better times.

\* \* \*

Registration this year at A. F. A. headquarters is estimated to be about 1,200. In addition, there is a large registration at the retail sessions being held at the Commodore Hotel by the National Retail Dry Goods Association, bringing the total close to attendance registered last year.

Delegates participated in the official welcome to Amelia Earhart who, on her return from her transatlantic flight, was the guest of honor at the opening luncheon session. The convention again figured in the news of the day with an address by Dr. Nicholas Murray Butler at its annual banquet. His subject, "The International Mind," was a plea for the habit of thinking of foreign relations and business as co-operating equals in aiding the progress of civilization and in developing commerce and industry.

### Allen Kander Joins Hirshon-Garfield

Allen Kander, at one time with Lord & Thomas and Logan, Inc., and, more recently, with the Hearst Newspapers, has been made a vice-president and member of the board of directors of Hirshon-Garfield, Inc., New York advertising agency.

### Death of Kerro Knox

Kerro Knox, sales director of Sharp & Dohme, Philadelphia, manufacturing chemists, died at that city last week at the age of forty-six. He was with the export department of the H. K. Mulford Company until its merger with Sharp & Dohme, when he was made sales director of the latter concern.

### Mouquin Account to Muller

Mouquin, Inc., New York, manufacturer and importer of beverages and table delicacies, has appointed J. P. Muller & Company, of that city, to direct its advertising account.

### Appoints Kenyon & Eckhardt

The William F. Wholey Company, Inc., New York, office equipment, has appointed Kenyon & Eckhardt, Inc., of that city, to direct its advertising account.

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# Legitimate Advertising Charges

THE CUTTER LABORATORY  
BERKELEY, CALIF.

Editor of PRINTERS' INK:

I would very much appreciate a copy of the article mentioned in a recent issue of your PRINTERS' INK WEEKLY, regarding advertising budgets. The article in question is the one dealing with the white, gray, and black lists of charges against advertising.

I would also appreciate your opinion

IN determining where advertising done by branch offices should be charged, the same standards should be applied as are applied to the general advertising appropriation. For instance, if the branch office is conducting a newspaper campaign this is a legitimate advertising appropriation charge. On the other hand, if it is trying to get good-will by advertising in charity programs or by making religious and fraternal donations, this is not a legitimate advertising charge.

The expenditures mentioned in the last sentence of Mr. Cutter's letter are seldom legitimate advertising charges. Occasionally an exhibit may be a border line charge but such things as entertainment of visiting classes and other good-will measures are sales charges

as to where advertising done by branch offices, with little or no let or hindrance from the central advertising department, should be charged to.

Also where would you place such general good-will advertising as exhibits, entertainment of visiting classes, and all other measures calculated to create interest and good-will toward the firm without attempting to push the sale of any particular product?

F. A. CUTTER.

and are not to be listed as advertising charges.

In 1931 PRINTERS' INK MONTHLY made a thorough investigation of the subject of what properly can be charged to advertising and as the result published a chart which is divided into three sections; a white list (charges that belong in the advertising account), a gray list (border line charges, sometimes belong in the advertising account and sometimes in other accounts depending on circumstances), and a black list, (charges not belonging in the advertising account although too frequently put there). A number of these charts were reprinted and there are still a few available to subscribers upon request.—[Ed. PRINTERS' INK.]

## J. H. Seippel Advanced by Trane Company

John H. Seippel, formerly Eastern division sales manager of The Trane Company, La Crosse, Wis., has been appointed sales manager. He will direct the sales division of the company in the heating, cooling and air-conditioning fields.

Mr. Seippel succeeds A. N. Steele, who has been made advertising manager of the Standard Oil Company of Indiana.

## I. W. Crull Advanced by Campana

I. Willard Crull, for the last two years advertising director of the Campana Corporation, Batavia, Ill., manufacturer of Italian Balm, has been elected vice-president, in charge of all advertising.

## Joins N. Frederick Foote & Associates

Joseph F. Moran, formerly of the New York Evening Post, has joined N. Frederick Foote and Associates, publishers' representatives. He will make his headquarters at the New York office.

## A. J. McDonald with Rochester Papers

Alexander J. McDonald, for the last three years business manager and publisher of the Olean, N. Y., *Herald*, has been made assistant advertising manager of the Rochester, N. Y., *Times-Union* and *Democrat & Chronicle*. Mr. McDonald, who will supervise the national advertising of these Rochester papers, was for four years with Gannett newspapers at Rochester before joining the Olean *Herald*.

## Appoints Dorland International

The American Safety Razor Corporation, Brooklyn, N. Y., manufacturer of Gem and Ever-Ready safety razors, has appointed Dorland International, Inc., New York, to direct its advertising in foreign countries.

## Again with "North American Review"

Ernest Fisher, who resigned last February as business manager of the *North American Review*, New York, has returned to that publication in a similar capacity.

## Business Papers Tighten Up on Agency Recognition

Agents Must Retain "Full Commission or Its Equivalent" According to Code Adopted at Annual Meeting

LAST December the technical publicity department of the Union Carbide Company, New York, asked certain business paper publishers to recognize it as an advertising agency and to allow it the net rate for such advertising as it would place in that capacity.

Using this incident as a basis, PRINTERS' INK on January 14 thoroughly aired the various kinds of propaganda against the agency commission system. The resulting discussions caused the Carbide company to withdraw its representations to business papers, and the first announcement of the company's decision to go ahead on the old basis, using agencies as before, was made in PRINTERS' INK on January 28.

But, even though the Carbide action was thus little more than a gesture, The Associated Business Papers, Inc., caused its agency relations committee to work up a set of principles for the guidance of its members in working with advertising agencies. The outcome of all this was that the association at its annual meeting held last week at Buckwood Inn, Shawnee-on-Delaware, Pa., adopted the following as its policy which it now urges all members of the association to use:

That any advertising agency desiring credit with member publications furnish the publisher and/or the Credit Committee of The Associated Business Papers, upon request, sufficient information of its financial condition to satisfy credit requirements.

That member papers that allow commissions confine them to such advertising agencies as are independent and in a

position properly to serve their clients and the publisher without bias; and which are free from ownership either direct or indirect by either client or publisher and which agencies retain full commission or its equivalent when paid by the publisher and furnish the publisher, upon request, satisfactory evidence that this has been done.

The association also went on record as favoring a more general manufacturer's excise tax. It was the general conviction of the members that the present rather limited tax bill was largely the result of misunderstanding and misinformation. To enable manufacturers in general to have a clearer view of the excise tax proposition (when as expected it again comes up in Congress) it was recommended that all editors of business papers study the matter thoroughly and set forth in their publications such informative material as may tend to give manufacturers a clearer view of what lies behind this type of tax development.

James H. McGraw, Jr., vice-president and treasurer of the McGraw-Hill Publishing Company, New York, was elected president of the association. Samuel O. Dunn, of the Simmons-Boardman Publishing Company, was chosen as vice-president and Chauncey Williams, of the F. W. Dodge Corporation, as treasurer.

Directors elected include: Charles J. Stark, Penton Publishing Co.; Ralph Reinhold, Pencil Points; C. A. Musselman, Chilton Class Journal Co.; E. R. Shaw, Power Plant Engineering; M. C. Robbins, Robbins Publishing Co.; Warren C. Platt, National Petroleum News, and Earl Shaner, president of the National Conference of Business Paper Editors.

Mr. McGraw, in addressing the organization after his election, expressed the opinion that much progress in the advertising art will come out of the recovery of business.



J. H. McGraw, Jr.

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**Mechanical refrigerators are selling in Cincinnati and distributors report an increase over the first five months of 1931 . . . the best year in the industry.**

**Dealers give much of the credit to intensive advertising effort in 1932 and to the concentration of that effort in the Times-Star.**

**The Bulk of refrigerator advertising has always been in the Times-Star. This year it's five to one. In the first five months the Times-Star carried 221% more lines than all other Cincinnati newspapers combined.**

**You need only the Times-Star to thoroughly sell this active market. It directs the buying of the greatest number of families and will also produce notable results for your product.**

## CINCINNATI TIMES-STAR

New York: MARTIN L. MARSH, 60 E. 42nd Street

Chicago: KELLOGG M. PATTERSON, 333 N. Michigan



**ADD**ING MACHINES are good for a business. They help to control, to regulate, to brake. But they never put a business ahead • Today, too much management is adding machine—too much occupied with cost cutting, expense eliminating; too little concerned with selling, going somewhere. Auto-attribution results in skeletons, not success • Advertising is assailed by auditors. Yet advertising was never more significant. It strengthens the stockholder, staggered by current security prices. It energizes the salesmen. It lets the customer know that you still believe in your own product, your own business. And



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it still sells goods when applied where goods can be sold, stores up customers for tomorrow • Conditions call for sensible spending, not senseless slashing • New York, depression or no depression, is still America's first, best market, still earning and spending. And The News costs little here, keeps the customer conscious and the product selling. Covering billions in buying power, alert in attention value, efficient in attraction, responsive and resultful, less expensive than ever before—The News is a self-supporting advertising investment, worth making, worth keeping! You can buy no better value, afford no less •

# THE NEWS

NEW YORK'S PICTURE NEWSPAPER

Tribune Tower, Chicago; Kohl Bldg., San Francisco; 220 E. 42d St., N.Y.

# At the Lobby Listening Post

What A. F. A. Convention People Are Talking and Thinking about, as Picked Up Around the Waldorf

By Roy Dickinson

**P**ROBABLY because it had often been said that many words of wisdom are spoken in the hotel lobbies at great political conventions and others, I took up my post on Monday in the Waldorf lobby and listened.

The occasion was the annual convention of the Advertising Federation of America.

Like one of that "locust swarm of lobbyists" I also buttonholed many of those who were walking swiftly past, asked them to say a few short words on any subject which interested them.

No one had more than a couple of minutes to consider what he was going to say in these thumb-nail interviews or how he was going to say it.

So here is what happens when a "lobbyist" listens:

## Unknown Delegate and Friend:

It gives me a kick to see how many people there are who still have \$5. . . . You mean who had \$5. Going to the luncheon?

I'll say so. Lee Bristol, Virgil Jordan, Jimmie Walker and Amelia Earhart. Don't that girl look like Lindbergh?

Where is that man who got on our train at Davenport? I wanted to tell him a story I just heard. . . . Haven't missed one of these since New Orleans. Sure I went to Berlin. . . .

## William H. Rankin:

The opportunity for manufacturers, small and large, to use creative advertising now to build future leadership has never been so great as it is today.

Charles H. Eyles, Richard A. Foley Advertising Agency:

Instead of giving you a general statement about conditions in our territory, I will give you one incident about a specific account.

Luden's cough drops, a 5 cent item with a million sales outlets, will spend next year in newspaper advertising five times as much in actual dollars as it did last year.

One of the reasons for this increase is that advertising always stands out more when fewer people are using it. It is like a salesman who was formerly up against eight competitors now having a room full of buyers all to himself, or only one or two competitors to buck him.

In a big parade it is hard to pick out individuals. In a small parade every man stands out like a drum major. The manufacturer who increases his appropriation now is a big man in a small parade. Profits depend on sales. Sales are the result of consumer demand. The only way Luden's knows to stimulate consumer demand is to use consumer advertising—and plenty.

R. B. Olsen, Sterling Engraving Company:

The habit of slicing on prices has put many a business into the rough. To hold the true course it is necessary for the maker of every kind of product to follow through on quality and service.

## Carroll J. Swan, Boston:

Well, since we are at an advertising convention I'll give you an angle on what happened to our club.

We have increased our membership by 50 per cent and we are now in a better financial position than ever before. This is due a whole lot in my opinion to the fact that we ran a series of quarter-page advertisements which, just as PRINTERS' INK does, picked out case methods and gave case after case of how a concern in New England had used advertising successfully during this period.

We took incidents such as the success of the Norwalk Tire & Rubber Company and ran an ad-

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vertisement about each one of the New England States in a group of newspapers. We have thus proved that it pays advertising men to take their own medicine.

You might also want to know that Lever Brothers, our largest New England advertising account, I understand are now spending the greatest amount of money they have ever invested in advertising, haven't made any cuts in salaries or wages and are running overtime.

#### F. G. Pearce, Altoona Mirror:

I agree with PRINTERS' INK in some of its recent articles that today is the day when the small manufacturer and also the small retailer have their opportunity to become the big leaders of tomorrow. I notice that recent statements by officers of the Federal Reserve Bank bring out the point that the small manufacturer without the big overhead and high fixed charges is in a fine position to go out after business now aggressively.

As an example of that, I'll tell you something that the owner of a small department store in our city told me last night at the station when I was taking the train. He increased his advertising, using seven-column advertisements, and as a result he sold more merchandise than in any similar period during the last four years.

#### A Group of Newspaper Sales Representatives:

This conversation was started off by a man who had been listening to a space buyer tell how publishers' representatives ought to sell space. He was immediately joined by several others who agreed with everything he said and as near as I can remember part of it is this:

"Maybe if we keep going to hear space buyers tell us how we ought to sell space we'll learn to be a lot better, but somehow I doubt it. I know of a bunch of space salesmen out of agencies who have taken a job at a few dollars more a week with publishers and they haven't been such howling successes when they tried to apply the theories of how we ought to do business when

they had to make a living at it themselves.

"It reminds me of the time I talked with the merchandise manager of a big store who was telling me just how I ought to peddle my wares. When I asked him how he bought space he said: 'I'll beat you to it and admit what you are going to say. I buy most space on hunch and emotion.' It seems to me that if more of these fellows who buy space would study their own job and look into mediums more closely, they would be better off than if they spent so much of their time telling us salesmen how we ought to do our job."

#### J. Frank Duffy, Gannett Newspapers:

As a matter of fact, I'm beginning to get pretty much encouraged about the prospects for fall business. During the last few weeks I have been keeping close contact with a lot of department stores in New York State and retailers of all sizes from the very largest to the small fellow. All of them tell me that they have noticed a very decided change in the way the public is buying, during the period from about June 1 until the present. While it is true that their customers are buying very carefully, they are buying when attractive merchandise is offered to them at prices they like.

#### R. A. Hardy, Philadelphia:

Several recent experiences have pretty well convinced me that when an organization from the top down gets over being afraid and decides to spend some of the time which would ordinarily go into worry on developing a new product and then pushing it, they still manage to sell a whole lot of merchandise. As an example of that I might mention the Remington company, which after a whole lot of experimenting brought out a totally different pattern of pocket knife and put it out at \$1 backed with a good merchandising campaign. This old established company managed to make this new product the largest selling pocket knife in the world during a year and a half's time.

# Down the Street



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## ee me the world's largest newspaper carrier organization!

June 13 was a red letter day for the 4,032 Des Moines Register and Tribune carrier salesmen. From every part of the state they came to the home office for the third annual carrier convention and frolic.

A theatre party started the day. Noon saw ten bands escorting laughing, gayly dressed carriers through the down town streets. Drum majors strutted. Comic characters rode on elaborate floats. And there was even an elephant! The afternoon was crowded with Roller Coaster rides, trips through the Old Mill, jams in the Fun House and bumps on Leaping Lena.

It was a tired, happy crowd of boys that left Des Moines that night. They went home more determined than ever to give perfect delivery service and to build up their lists of regular customers. They deliver The Des Moines Register and Tribune in every city, town and village in the state, and their prompt dependable service is second only to The Register and Tribune's inherent reader interest as the reason for this newspaper's amazingly large circulation.

Low in milline rate, high in results, The Register and Tribune is the backbone of a successful advertising campaign in Iowa, one of the business bright spots in the country!

## The Des Moines Register and Tribune

245,241 Daily

217,418 Sunday A. B. C.

# Larger Packages vs. Reduced Price

Editor of PRINTERS' INK:

We are considering increasing the size of our container and would offer the new package at about the same price as the old one. This presents quite a problem since retailers, jobbers and chain stores are at present stocked up with the old package and undoubtedly will expect some sort of an adjustment when the new size is put on the market.

We are only contemplating this change in size and ask that no mention of our name be made in this connection. If you have any experience records which would help us out, we would be very glad to have a look at them.

ONE reason for bringing out larger containers is the desire to pass on to consumers some of the economies which have come through lower prices on raw materials and other savings in production costs.

Another factor is the effort on the part of manufacturers to meet competition through an appeal other than lower price. Price is often interpreted as a criterion of quality and if a product has been definitely established in the public mind as being in a particular bracket, it is desirable to keep it there. It is often felt that, instead of reducing price, more might be accomplished by putting out larger size containers at the same price.

There are strong arguments against enlarging containers. Major changes in production are involved as also are disturbing effects on distribution. Especially in the field of food products, housewives become accustomed to known sizes, planning their menus accordingly. They may not care to have a larger quantity, preferring a reduction in price instead.

These are but some of the hazards which make questionable the wisdom of making adjustments through changes in containers. Size should be determined by more basic considerations, such as meeting consumer convenience. Containers should not be made larger or smaller to take care of purchasing values alone for these are subject to too much fluctuation over a period of years.

Price is a much more flexible means of adjustment, relieving a

manufacturer from many of the difficulties consequent to changes in the physical appearance of his product.

Change of size, of course, instantly lessens the inventory worth and makes obsolete stock on dealers' shelves or in jobbers' warehouses. Plans sometimes are developed so that, in order to dispose of old packages, stock is transferred from one distributor to another whose call for the product will take care of the surplus by the time that the new package is introduced.

Experience has shown that only as a last resort should a manufacturer attempt a policy of adjustment or cash rebate. Either of these methods subject him to imposition and the misunderstandings that are involved in correspondence over records. Stocks may be cleared by special advertising drives. If the product is one of a line, combination sales at special prices may be conducted to clear the shelf merchandise.

Whatever is done, stocks of the old container should be cleared as far as possible before the new and larger size container is introduced.

**What Eastman  
Kodak Did**

The Eastman Kodak Company, has just recently changed two of its most popular size films to rolls of eight exposures. The new rolls are sold at the price which was asked for rolls of six. The change was announced to the trade at a time when film stocks were at their lowest ebb.

This trade announcement went to both wholesalers and retailers with open accounts. Other retailers, customers of wholesalers, were told by the wholesalers themselves or heard the news for the first time in trade-paper advertising. An entire month of January was time enough for the direct dealers to exhaust their stocks on hand at the first of the month. Any dealer with a heavy stock on the first of the month, naturally ceased buying, while other dealers bought in de-

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creasing quantities so that they had a minimum of stock on February 1 when first shipments of the eight-exposure rolls were made.

May magazines carried the first announcements to the public. Thus there were allowed at least two and one-half months for adjustments of what remaining stocks of the six-exposure film might have remained.

Some dealers sold three rolls of six-exposure film at the price of two, along with the eight-exposure rolls at the regular price. In fact, the change was made with so little friction, we understand, that some difficulty was experienced during the interval before national advertising made itself felt. In a number of instances, rolls came into the finishing plants with the seventh and eighth exposures blank, indicating that the purchaser did not know about the two extra exposures. This tended to show that dealers did not emphasize the longer roll when they began to sell them soon after February 1.

The experience of the Eastman Kodak Company proves how important it is that every consideration be given to the element of time. Unless emergency dictates it, a change of size should not be rushed into. Better to wait until stocks are low because of seasonal demand and then allow plenty of time for the transition to be made. How long this interval should be, naturally depends on the commodity and the customs that prevail in the market of each particular product.

If an attempt is made to rush orders for a container, that is changed in size, design or improved contents, dealers may fight shy of stocking it because of the present merchandise they have on their shelves.—[Ed. PRINTERS' INK.]

### Display Men Elect

Charles A. Vosburg, Hochschild, Kohn & Company, was elected president of the International Association of Display Men at its recent annual convention at Chicago. Joseph B. McCann, S. Kann & Sons Company, Washington, D. C., was named first vice-president; William A. Montgomery, Crosby Bros., Topeka, Kan., is second vice-president; and Ed Rose, Harris Hahlo Company, Houston, Texas, is third vice-president. I. E. Ogg, Oggway Display Service was re-elected treasurer. J. W. Foley continues as secretary.

### Organize Latex Fiber Industries

Latex Fiber Industries, Inc., has been formed to be owned jointly by the United States Rubber Company and the J. P. Lewis Company, Beaver Falls, N. Y. The company will manufacture Insolex and Lafex for the shoe industry; Lexide for the manufacturers of artificial leather goods and various automotive specialties such as panel and fire-proof boards.

The new company will have offices at 1790 Broadway, New York, and at Beaver Falls, N. Y. Harry S. Lewis is president.

### Gardner & Harvey Buy Richardson Company

The Gardner & Harvey Company, Middletown, Ohio, has purchased the Richardson Company, Lockland, Ohio, paper manufacturer, the combined firms making folding box board and folding boxes. E. T. Gardner, president of the Middletown firm, will be president of the new corporation, which will be known as the Gardner-Richardson Company. Collin Gardner will be vice-president in charge of sales.

### Munsingwear Moves Sales and Advertising Headquarters

The sales and advertising headquarters of The Munsingwear Corporation, which have been located at Chicago for the last five years, are being moved to Minneapolis, where the general offices and manufacturing headquarters have always been located.

### With Corn Industries Institute

Miss Stena Marie Holdahl, formerly head of the home economics department of the Van Camp Packing Company, has been appointed to direct the department of home economics of the Corn Industries Research Foundation.

### Joins Duplex Envelope Company

Mark Bartlett, formerly director of public relations of the North Carolina Bank & Trust Company, has been made sales representative of the Duplex Envelope Company, Richmond, Va.

### Joins St. Louis Agency

Charles F. Kistenmacher, for the last eight years assistant publicity manager of the St. Louis *Globe-Democrat*, has joined Oakleigh R. French, advertising agency of that city, as an account executive.

### Whitman and Starr Dissolved

The firm of Whitman and Starr, Atlanta, advertising and public relations counsel, has been dissolved. The partners, Russell R. Whitman and L. K. Starr, will conduct separate businesses.

# Advertising Agency—1932

*Day-by-Day Highlights in a Service that cannot be Standardized*

## Brought to Mahomet: one mountain

MORE THAN 1000 people sat in the chair shown in the picture and signed their names in the Guest Book. The room itself was just a corner—six feet square. It was one of ten, built in our offices, constructed and furnished largely with products of BBDO clients. Floors, walls, draperies and furnishings demonstrated the beauty and utility of home products advertised by us.

Who were the guests? Decorators, architects, designers, writers, and editors of national publications. Why did they come? At our invitation, to



see some new ideas in products for the home. The rooms were maintained for three weeks, during which period they were constantly visited and admired.

Our guests found much useful

material in this exhibit. Their comments and suggestions helped us a lot in preparing advertising plans and copy. And these contacts of ours with leaders in the decorating and furnishing field have been (and still are) of great value to us and to our clients.

## How's your product going in Detroit?

ONE AFTER another, four different salesmen had proved failures in the



Detroit area. The fifth salesman was successful. Why? The manufacturer who employed these men never knew the reason, until he heard a BBDO man explain that in the Detroit Trading Area, a salesman should spend four weeks out of five in Wayne County—simply because Detroit represents 79.1% of the opportunity to sell goods in the whole area. Available here in BBDO is such information for every trading area in the United States. This information is part of the BBDO Buying Power

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Index, developed by us at a cost of \$150,000 of our own money.

### The newspaper that came out of our Kitchen

WHEN WE opened our test kitchen, about the last thing we thought would come out of it was a newspaper. We planned to provide new recipes for BBDO clients, new ideas for the menu, practical tests to prove out our food ideas before they found a



place in advertisements. But a newspaper! Well, there is one, and the picture shows what it is like—a tabloid size sheet crammed with stories about BBDO's food products. Kitchen News, it is called, and it goes to nearly 4000 people interested in foods: to dieticians, food editors, writers and demonstrators. It goes to government home demonstration agents. It tells these opinion moulders what's new in the food products advertised by BBDO. The editors like it, judging from the frequent use they make of the ideas in their col-

umns. If you are interested in a food product, we'll be glad to place your name on the list to receive Kitchen News. Just write our nearest office.

### They rode the wagons

IT IS helpful to *hear* how a product is sold. But we prefer to *see* how it is sold. That is why BBDO men frequently travel with our clients' salesmen, sell from door to door, work behind a counter. And that is why two of our writers recently got up at 6 A. M.; each accompanied a National Biscuit Company salesman over his daily route; watched, listened. Next day, again they were up bright and early. But this time each BBDO man perched alongside the driver of a delivery truck. The first day they saw the sales made, orders taken. The



second day they saw the orders filled, goods delivered. Our men kept this up for the good part of a week, before they came back to pound their typewriters. It was time well spent.

**BATTEN, BARTON, DURSTINE & OSBORN**  
INCORPORATED

*ADVERTISING*

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building  
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

# There Is No Escaping the Penalty of Cut Prices

The Remedy Is in the Hands of Each Manufacturer Himself

By G. M. Gottfried

Vice-President and Sales Manager, Continental Baking Corporation

**B**ECAUSE price cutting has become a national sin there is today a lot of talk about stabilization of prices. That is fine. But are we going to stabilize prices by talking about it, by expecting some other firm to do it first, by expecting Congress to do it, or Hoover, or Barney Baruch? Is it not true that if you want prices stabilized, you must start stabilizing them in your own accounting department and not in your sales department?

You do not need a law to tell you whether you are making money or losing it, and you do not need a law to stop you from cutting when you cannot afford to do so. The power to fix prices for your own company is in your hands and the law sanctions your use of this power. Are you ready to exercise it?

How are you going to stabilize prices? By stabilizing them. How are you going to do that? By not cutting prices below your savings in material and production costs; and by very reluctantly following your competitors when they cut prices first. Anybody can cut prices, anybody can quickly follow the competitor who cuts prices. It requires courage to hesitate. It requires a look at your material costs, production costs and sales costs to make up your mind whether you want to follow your competitors and get volume at a loss or suffer a temporary loss in volume and continue to make a little money. Do not hesitate to hesitate. No matter what you do you are apt to run below your former profits anyway, because this is 1932 and not 1928. It is

wise, therefore, not to be too precipitate in narrowing the margin between the black and the red.

Today there is, in my opinion, the admission made by every firm which quickly cuts prices to meet competition that there is no difference between the quality of its product and the product of the cut-price house. For the first time in many years American industry is putting the emphasis on price as against quality and service. If we are paying the penalty for having shouted quality when there was no quality and shouted service when we gave no service, that is one thing. But those companies which made quality goods and gave decent and efficient service who are now forgetting that through quality and service they built a reputation are now destroying their greatest asset by either following a competitive price cutter instantly or perhaps cutting prices first in order to get the jump on a competitor.

## Honest Profits vs. Tonnage

Unless these practices are stopped we will be doing little or nothing to approach normal business conditions. Until we make up our minds that our business civilization is built on the making of honest profits and not built for the purpose of increasing our tonnage, we will be making no progress in our march toward normal conditions.

I am in earnest when I say that the business men who are looking for bigger and bigger sales volume and never seeing the periodical profit and loss sheet are hurting trade now and hurting it as much if not more than any other single agency. It used to be that many firms hid their profits from their

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From an address made at a meeting of the Advertising Specialty National Association, held in conjunction with the convention of the Advertising Federation of America.

sales managers. If they didn't, sales managers did not want to see the profits anyhow; their hearts were in the self-rising sales curve only.

I used to be that kind of sales manager. I did not change all by myself. My superior officers helped to bring about the change in me. The result is that now, in our offices, we look at tonnage figures and dollars and cents sales and also at profits. Moreover, we have a fit if sales go up and profits down.

As a sales manager I no longer make pep talks to salesmen, but with the other members of our executive family and with the members of our staff try to work out ways and means of giving the consumer a better product at a fair price, and ways and means of helping our dealers to make a living through better service to their customers. We, too, have cut prices. We, too, have had to give away many dollars of honest profits. We are trying to learn from our experience.

### New Illustrated Weekly to Appear

*The Family Circle* is an illustrated, all-rotogravure weekly which will be distributed through chain grocery stores. It will be published by the Evans Publishing Corporation, with offices at 101 Park Avenue, New York. Harry Evans, motion picture critic of *Life*, is president and editor and L. D. Fernald, for ten years assistant general manager of the Condé Nast Publications, is vice-president and general manager.

The first territorial unit to be covered by the new magazine, beginning in September, will be Baltimore, Washington and Richmond.

### To Become "Canadian Business"

*The Commerce of the Nation*, Montreal, official magazine of the Canadian Chamber of Commerce, will change its name to *Canadian Business*, effective with the January, 1933, issue. The change is being made to describe more definitely the purpose and scope of the magazine.

### Kol-Master Account to Hurja-Johnson-Huwen

The Paragon Kol-Master Corporation, Oregon, Ill., manufacturer of domestic coal burners and industrial and commercial automatic stokers, has appointed Hurja-Johnson-Huwen, Inc., Chicago, to direct its advertising account.

### Athletic Goods Makers Adopt Rule on Advertising

The following rule was adopted at the annual meeting of the Athletic Goods Manufacturers' Association held at White Sulphur Springs, W. Va., recently:

"Making, causing or permitting to be made, or publishing any false or misleading statements concerning the grade, quality, condition, quantity, nature, origin, or design of any sporting goods or athletic equipment with the tendency and capacity to deceive purchasers or prospective purchasers and the tendency to injuriously affect the business of competitors, is an unfair practice."

This rule will be submitted to the Federal Trade Commission for its approval and if approved will be made part of the industry's code of trade practices. Although misleading and untruthful advertising is in itself a violation of the code, the code of trade practices of the industry has not contained any specific rule relative to it. It is believed that this rule will materially assist the committee on appeals in stopping instances of untruthful and misleading advertising when they appear.

### Death of Samuel Knopf

Samuel Knopf, treasurer and a director of Alfred A. Knopf, Inc., New York, book publisher, of which his son, Alfred A. Knopf, is president, died on June 11 at Mamaroneck, N. Y. He was also treasurer and a director of American Mercury, Inc., publisher of the *American Mercury*. Mr. Knopf, who at one time was with Barron G. Collier, Inc., conducted an advertising agency business of his own, many years ago.

### General Outdoor Appointments

J. E. Morrison, for a number of years Chicago representative of the General Outdoor Advertising Company, has been made a member of the board of directors of that organization.

E. M. Hales, who has been connected with General Outdoor since 1925, has been elected secretary and treasurer.

### Now Phoenix Metal Cap Company

The corporate name of the Phoenix-Hermetic Company, Chicago and Brooklyn, N. Y., has been changed to the Phoenix Metal Cap Company, Inc. This change has been made in order to indicate better the product which the company manufactures and the field it serves.

### Tower Magazines to Erwin, Wasey

Tower Magazines, Inc., New York, has appointed Erwin, Wasey & Company, Inc., to direct its advertising account. Newspapers, magazines, business papers and direct mail will be used.



June 9, 1932

PRINTERS' INK

105

## JUNE MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES(Exclusive of publishers' own  
advertising)

	Pages	Lines
<u>Motor Boating</u> .....	90	38,988
Fortune .....	48	30,336
House & Garden .....	46	29,049
<u>Town &amp; Country (2 is.)</u> ..	41	27,806
Country Life .....	41	27,722
<u>Cosmopolitan</u> .....	64	27,576
The Spur .....	35	23,612
The American Magazine ..	50	21,555
Vanity Fair .....	33	20,307
Nation's Business .....	46	19,595
The Chicagoan (May) .....	25	17,010
Redbook .....	39	16,557
Field & Stream .....	37	15,832
The Sportsman .....	24	15,438
American Golfer .....	24	15,307
Polo .....	22	14,742
Boys' Life .....	22	14,720
Motion Picture .....	33	13,976
Movie Classic .....	30	12,857
Forbes (2 May issues) ..	29	12,685
Better Homes & Gardens ..	28	12,620
Popular Mechanics .....	56	12,544
Physical Culture .....	28	11,977
The Instructor Magazine ..	17	11,965
National Sportsman .....	27	11,576
Outdoor Life .....	27	11,401
Arts & Decoration .....	16	11,046
<u>Home &amp; Field</u> .....	17	11,008
Harpers Magazine .....	47	10,416
College Humor .....	24	10,254
Christian Herald .....	15	9,996
The Scholastic (2 May is.)	22	9,796
American Boy .....	14	9,746
House Beautiful .....	15	9,642
Hunting & Fishing .....	22	9,636
American Home .....	14	9,134
Management Methods ..	21	9,081
Travel .....	13	8,076
Radio News .....	18	7,851
Popular Science Monthly ..	18	7,816
Game & Gossip .....	13	7,700
Sunset .....	18	7,637
Extension Magazine .....	11	7,527
American Legion Monthly ..	17	7,101
World's Work .....	16	6,976
American Rifleman .....	16	6,655
Silver Screen .....	15	6,518
Atlantic Monthly .....	29	6,495
Modern Living .....	15	6,495
Review of Reviews .....	15	6,459
True Confessions .....	15	6,426
Dream World .....	15	6,326

	Pages	Lines
Open Road for Boy .....	15	6,281
Life .....	11	4,617
Screen Bo .....	11	4,617
Model Ai .....	11	4,617
Junior .....	11	4,617
Screenland .....	11	4,617
Scribner's .....	13	5,628
Elks Magazi .....	13	5,577
Picture Play .....	13	5,495
Country Club Magazine ..	9	5,459
Psychology .....	13	5,434
Film Fun .....	13	5,434
Screen Romances .....	13	5,077
Real Detective .....	12	4,977
The Grade Teacher .....	11	4,852
Magazine of Wall Street (2		
May issues) .....	11	4,617
St. Nicholas .....	11	4,545
Nature Magazine .....	11	4,433
Forum .....	10	3,523
Young Men .....	8	3,453
National Republic .....	8	3,402
American Forests .....	8	3,314
True Detective Mysteries ..	8	2,800
Golden Book .....	13	2,672
Rotarian .....	6	2,651
The Lion .....	6	2,464
Munsey Combination .....	11	2,324
American Mercury .....	10	2,320
Scientific American .....	5	2,032
Asia .....	5	1,960
Street & Smith Combination		
Newsstand Group .....	9	1,943
Street & Smith's Big Seven		
Group .....	8	1,848
Current History .....	8	1,770
Blue Book .....	2	871

\*June and July issues combined.

## WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues) .....	89	56,049
<u>Good Housekeeping</u> .....	124	57,986
Ladies' Home Journal .....	68	46,116
Harper's Bazar .....	64	42,875
McCall's .....	59	39,923
Woman's Home Companion ..	53	35,841
Definitor .....	39	26,837
True Story .....	62	26,402
Pictorial Review .....	28	18,813
Photoplay .....	40	17,272
Tower Magazines .....	33	14,292
The Parents' Magazine .....	27	11,673
Holland's .....	15	11,423
Household Magazine .....	16	10,682
Junior League Magazine ..	23	9,871
Farmer's Wife .....	14	9,792
Woman's World .....	12	8,435
True Romances .....	18	7,872
American Girl .....	15	6,366



# Readers

## THE INTERNATIONAL MAGAZINE

COMPANY, INC. invites attention, in this Printers' Ink record of June advertising, to the leading position each of the magazines owned or affiliated with it occupies in its field.

The reason these publications occupy premier positions is that buyers of advertising recognize today more than ever that editorial supremacy is the main objective in selecting magazine markets.

In keeping with the Hearst policy, this company with courage and confidence has gone on creating the best magazines vision, brains, money and enterprise can produce.

The result is that advertisers find in these publications an extraordinary acceptance by the consumers best able and most willing to buy today's merchandise.

**Cosmopolitan—Good Housekeeping**  
**Harper's Bazaar—Town & Country**  
**Home & Field—Motor Boating**

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Lines  
6,281

5,841

5,628

5,577

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5,434

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871

Lines

56,049

52,986

46,116

42,875

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35,841

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18,813

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# "Half Bolshevik; Half Free"

Reduction in Taxes and Governmental Expenditures Is Vital If Institutions Are to Survive

[EDITORIAL NOTE: On Wednesday, June 15, the opening day of the Republican National Convention in Chicago, the *Chicago Tribune* ran an editorial on its front page under the heading "Half Bolshevik; Half Free." It was addressed primarily to the convention, of course. But it sets forth a vital, living principle in a way so closely conforming to our own ideas on the subject of taxation and Governmental expenditures that we are here reprinting it in full. The editorial follows:]

THE national conventions this year may be the last ones held in the United States by a free people. No one who has watched the course of events in this country in recent years can doubt that the nation is at the parting of the ways. We can restore to freemen the right to live their lives as they see fit under the moderate restraints of the constitution, or we can accept the alien notion that the State is, of right, supreme over the individual and responsible for every citizen's conduct at every moment of his life.

Today the United States Government, through one of its agencies or another, dominates transportation, banking, and agriculture, and is reaching out for dominance over manufacturing and commerce. In less than a generation the taxes paid to the United States treasury have risen from less than \$1,000,000,000 a year to well over \$4,000,000,000. Nothing could be more certain than that, if the present trend continues, the tax exactions will rise, year by year, until all private profits will disappear. We are close to that point today. The governments, national, State, and local, are taking a fourth of the income of the American people today, and nearly half of this huge total goes to Washington.

\* \* \*

A hundred years ago Chicago was a few shanties in a swamp. A

hundred years of free initiative have seen this city grow as no other city ever grew before. They have seen unbroken prairie lands of the Central States converted into the richest farm area in the world. The transformation of a wilderness did not just happen; it came about because of human effort, and that effort was called forth by the lure of profits, of big profits.

Columbus did not set sail in the expectation of a safe 5½ per cent on Ferdinand's investment, but in the hope that the ships would return with all the wealth of the Indies that could be stuffed into the holds. Washington didn't cross the Alleghenies for fun, but in the hope of founding a great fortune. The thirteen colonies were settled by men who wanted among other things to be free to make money, and the thirty-five sister States came into being when their empty lands were occupied by men who pioneered where the hope of profits seemed largest.

To acquire riches, men invented machines and perfected them. Railroads were built to make money. Mines were opened. Factories were built and cities were laid out for the same end. The radio is something more than a laboratory toy because men wished to get rich by exploiting its possibilities. All that we value in material civilization and all the things of the spirit which can be bought only with leisure and surplus wealth we owe to the simple fact that the lure of substantial profits induced men to adventure into new and untried fields, and some of their ventures were successful even beyond their dreams.

Every industrial worker who has a job has it because someone hopes to obtain a substantial profit above the wage payment through hiring that man. Every man who is out of a job is without work because present opportunities for profit are lacking. What has hap-

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pened to discourage business ventures in recent years? That is the question which delegates to the convention and particularly those delegates who are charged with framing the party platform should consider as carefully as they can. Declarations about unemployment and the depression will be meaningless if they do not attempt to answer this question.

\* \* \*

Our Government demands its \$4,000,000,000 and more each year from the profits of business. Much of what it takes is not a tax at all in any sensible use of the word. It is confiscation. The tax collector muscles in to take up to 40 per cent of the wealth left by the dead and 50 per cent of the incomes of the living, percentages which make Al Capone look like a philanthropist. Whatever the Government takes operates as a brake on business activity, just as the lure of profits drives men forward. The effect of the constant reduction of profits to support our governments is apparent today in slack business. There is no eagerness to venture money in agriculture, commerce, and industry because of the certainty that any substantial profits will be taken by the tax gatherers while all the risks must be assumed by the adventurer.

A vicious circle has been set in operation. The Government extorts its revenue from the citizens and then uses the income to harass business, thus further reducing the possibilities of profit. Without profits business men cannot repay their debts and cannot accumulate capital needed for expansion. That, in turn, causes unemployment. In the presence of unemployment the Government is called upon to play the role of banker in providing capital for public and private purposes and of industrialist in providing work for the unemployed. These are expensive activities and they lead, in turn, to still heavier demands on the taxpayers. Thus the more the Government does to create employment the more employment it destroys with its tax bills and the more remote becomes

the hope of a recovery from depression.

\* \* \*

The Reds in Congress have encouraged this destructive process. They do not like the civilization which has been developed in this country and mean to destroy it in preparation for their Utopia. The communists in Washington have had the support of a group who misname themselves liberals, who want above all else to limit the profits of capital. The communists favor confiscation for its own sake. The liberals favor high taxation from envy and because they expect it will benefit the poor to take profits from the fortunate. No more thoughtless doctrine was ever put forward. High profits stimulate economic activity to the benefit of all classes; low profits depress and no profits kill business.

Our liberals are an anachronism. Monetary profit was as abhorrent to the ancient Hebrews and to the church fathers nearly 2,000 years ago as it is to Brookhart and Nye today. Profit was abhorrent to the nobility of Europe and the notion has carried down to our own day in the Englishman's attitude of contempt toward the person in trade. America swept all that ancient rubbish aside. Profit is honorable in this country and always was, at least until our own day. It is the source of invention and discovery. It has made life immeasurably more secure than ever it was before and has given us every material comfort of which our civilization boasts. To destroy it is to turn the clock back by centuries.

\* \* \*

If we have the will to be free, the remedy is clear. It is a decisive reduction in the annual expenditures of the Federal Government. The first slash should be not less than \$750,000,000. A pledge to make such a reduction should be incorporated in the Republican platform.

The reduction should be brought about in the only way it can be brought about: by curtailing the bureaus and commissions which harass business, industry, and

agriculture; by the liquidation of such futilities, judged by any standards, as the farm board and the shipping board; by the limitation of veteran relief to the care of those who suffered injury in line of duty and their dependents and no others; by the elimination of Federal subsidies of all sorts to the States; by a careful pruning of the public works program to provide money only for those works which are of national value. A President and a Congress with a mandate to retrench and the will to retrench could save far more than three-quarters of a billion a year.

If the communists and liberals win, a thousand years of heroic struggle for liberty will have been thrown on the ash heap of history. A thousand years were required to establish the supremacy of the individual over absolutism. When at length neither the church nor the king could longer lay hold on the profits of private effort the pace of civilization began to accelerate. We are now urged to retrace our steps, to place our necks again in the yoke, to confess our individual incompetence, and to invite an absolutism in Washington to direct our lives and our fortunes.

\* \* \*

The tide has been running strongly in the direction of serfdom since the war. Taxes for fifteen years and more have increased so rapidly that it is doubtful if we have enough free capital left to carry us more than a year or two longer. America today is the last of the English speaking countries to preserve even that slim a hold on its birthright. Some of our industries may manage to hold on for a decade, even with the present tax law of abominations continued in force, if only because no competitors can arise to press them. But our free economic machine is rapidly running down for lack of the fuel which we have always relied upon to fire it into action. Unless we have, in Lincoln's phrase, a new birth of freedom, the death of our civilization is near and inevitable.

## Allied Service Agencies, New Co-operative Network

The Allied Service Agencies is the name of a new co-operative network of advertising agencies which has been formed with thirteen charter members.

Charter members of the group include the Japha Advertising Agency, Buffalo; Ralph W. Dalton Advertising Agency, Troy, N. Y.; Oakleigh R. French Advertising Agency, St. Louis; Dean W. Geer Company, Oshkosh, Wis.; Humphrey & Prentke, Inc., Cleveland; H. Lesseraux & Company, Inc., Baltimore; Ray Mills Advertising Agency, Inc., Lewiston, Me., and

The R. W. Sayre Company, Chicago; Theo. H. Segall Advertising Agency, San Francisco; Hugo Wagenseil Advertising Company, Dayton, Ohio; The Young Company, Erie, Pa.; Frederick W. Ziv, Inc., Cincinnati, and the Scholts Advertising Service, Los Angeles.

## McEndree, Paeth & Vaughan, New Agency

McEndree, Paeth & Vaughan is the name of an advertising and sales promotion business which has been formed at Chicago. The partners in the new firm are: H. G. McEndree, formerly vice-president of Bailey, Walker & Tuttle, Inc., former Chicago advertising agency; Louis A. Paeth, for the last four years vice-president and art director of the Frank B. White Company, and David M. Vaughan, for the last five years production manager of the Frank B. White agency. Offices are at 23 East Jackson Boulevard.

## George Rutledge Heads Munsingwear

George Rutledge has been elected president of the Munsingwear Corporation, Minneapolis. He will continue as president of the Vassar Swiss Underwear Company, Munsingwear subsidiary.

## Norman Meyer with Chicago "Daily News"

Norman Meyer, formerly promotion manager of the San Francisco *Examiner*, has been appointed manager of national and local rotogravure advertising of the Chicago *Daily News*.

## Pro-phy-lac-tic Elects Huber Vice-President

Joseph F. Huber has been elected vice-president in charge of sales of the Pro-phy-lac-tic Brush Company, Florence, Mass.

## D. B. Jesse Joins Riddle & Young

Dan B. Jesse, formerly with *Your Home*, has joined the New York office of the Riddle & Young Company, publishers' representative.

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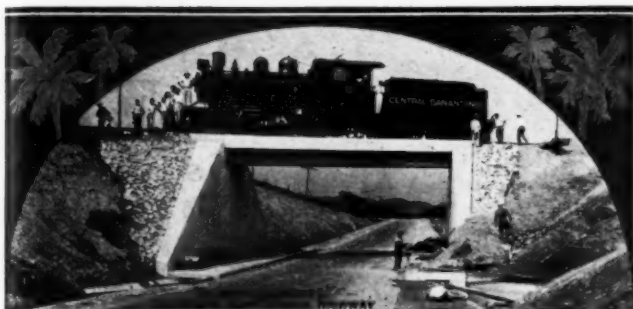
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# VICTOR G. MENDOZA COMPANY

VICTOR G. MENDOZA  
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CONSTRUCTORES Y CONTRATISTAS  
MAQUINARIA PARA INGENIEROS  
PLANTAS ELECTRICAS

INGENIEROS CONSULTORES Y CONTRATISTAS

MAQUINARIA PARA INGENIEROS  
PLANTAS ELECTRICAS

CHILE: VITACASA  
Valparaiso - Santiago - 1932  
Continuo 1930  
Cuba No. 2

HAVANA, CUBA

HAVANA, June 3, 1932.

The American Exporter,  
370 Seventh Avenue,  
New York City.

Gentlemen:-

In your June 1932 issue, Page 74, (Spanish Edition), you have an article in reference to the TALBUTT Electric Coffee Roaster, as being sold by the McCormick Electric Roaster Sales Corporation.

We are interested in receiving literature describing and illustrating this equipment and, if possible, the net cost to dealers.

However, as you have not given the address of the McCormick Electric Roaster Sales Corporation and we do not find them listed in our Thomas' Directory, we can not apply to them direct; and, to save time, we are writing you and would very much appreciate it if you will forward the enclosed carbon copy of this letter to that firm.

Thanking you in anticipation of your kind attention to this matter, we remain

Yours very truly,

VICTOR G. MENDOZA COMPANY

32/X

## FROM CUBA

One of the best known importers of machinery sends this typical example of reader interest. No firm in the island is better known than this one, long identified with the distribution of such lines as Link Belt Co., Chicago Pneumatic Tool Co., Niles-Bement-Pond, Charles A. Schieren Co., and Sherwin-Williams.

Our Readers Are Your Buyers Abroad

## AMERICAN EXPORTER

World's Largest Export Journal ... 55th Year  
370 Seventh Ave., New York

# Successful Farming LEADS is its farmy READS

FOOD advertisers import trade long before "phases" groups were revealed census know, too, that natives can make sales quotas. Successful Farming serves more farm families in America than any other agricultural magazine. It is the general favorite in pages of FOOD for the family of 1932, because it is the family influence is vital retail sales.

## *The FIRST MAGAZINE* IN FARM FIELD IS SUCCESSFUL FARMING

LEADS ALL GENERAL FARM MAGAZINES IN  
ADVERTISING PAGES OF FOOD

1<sup>st</sup> SUCCESSFUL FARMING

2<sup>nd</sup> COUNTRY HOME

3<sup>rd</sup> COUNTRY GENTLEMAN

4<sup>th</sup> CAPPER'S FARMER

5<sup>th</sup> FARM JOURNAL

"Farming  
is  
Regional"

(FIRST SIX MONTHS OF 1932)

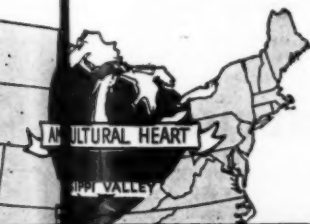


# S U C C E S S F A R M I

THE MAGAZINE OF FARMING  
MEREDITH PUBLISHING

# Successful Farming's FRIENDSHIP FRIENDSHIP

advertisers the importance of Rural  
for "bases" by population  
revealed census reports. They  
that natives cannot be used in  
quotas. Successful Farming  
farm far in America's richest  
heart region any other magazine.  
Among general farm magazines  
it is the first six months  
in families where farm  
is in retail sales.



## *The FIRST MARKET* IN THE FARM FIELD IS THE HEART REGION

### HEART STATES



NATIONAL averages cannot be used in making sales quotas. There are more consumers of manufactured goods living on farms, in cities and towns of the Heart region than there are in any other section of the nation. The first farm magazine you consider should be Successful Farming, the one that fits the Heart region market. Farm people dominate the Heart rural market. Note decided difference in East.

### EASTERN

town people

### STATES



# Successful Farming

FARM BUSINESS AND FARM HOMES  
PUBLISHING COMPANY

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## *If the Space Buyer Slips Up—the Agency May Lose an Account*

Most space buyers know of the unusual newspaper situation in Hudson County, New Jersey, where a Hoboken newspaper covers Jersey City and Union City as well as the city of Hoboken. You get Hudson County coverage with the Jersey Observer—ask our representatives.

### **Jersey Observer**

COVERS

**JERSEY CITY**

**HOBOKEN**

**UNION CITY**

and the towns of West New York,  
North Bergen, Weehawken, Secaucus  
and Guttenberg.

*National Representatives*

**GILMAN, NICOLL & RUTHMAN**

New York    Boston    Chicago    Detroit    San Francisco

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# Full Line Selling Plan Boosts Sales 100 Per Cent

How an Electrical Appliance Manufacturer Told Dealers of the Advantages of Carrying Four Products with the Same Name

By C. S. Gregg

Sales Promotion Manager, Apex Rotarex Corporation

A FULL line selling plan, designed to persuade dealers to merchandise the entire family of Apex major electric appliances, gave us during 1931 the greatest volume of sales in our nineteen years of business life.

Here are some significant facts:

1. Sales during 1931 were not only the largest in the company's history, but the increase over 1930 was in excess of 100 per cent.

2. Dollar profits, naturally enough, were not abreast with the sales volume increase for the altogether good reason that prices, like most of our own individual incomes, were on the toboggan. Still and all there was a satisfactory profit.

3. More new dealers committed themselves to the selling of our products in 1931 than during any comparable period in the company's history. Specifically, the number of new outlets added during 1931 was well in excess of 1,000.

These facts have not been recited for the purpose of impressing anyone with the ability of this organization to chase gloom when gloom has been chasing many business organizations.

Rather, they have been set down here for the purpose of explaining a "full line" selling plan that has achieved modest success.

But then this electrical appliance business has been "depression proof" anyhow—as the industry's 1931 record will indicate—and the chances are that any plan may have succeeded.

The Apex Electrical Manufacturing Company got under way nineteen years ago in small manufacturing quarters in Cleveland, turning out electric cleaners.

During the years intervening since 1913, electric washers, ironers and refrigerators have been added to the line. Today, the com-

pany owns and operates seven manufacturing plants.

So much for the introduction.

The company has enjoyed for the last year the distinction of building entirely within its own



A Page from a Business-Paper Insert in Color

plants complete lines of electric cleaners, washers, ironers and refrigerators. In all there are twenty different models in our line.

Here, we reasoned, is a fact which we might profitably capitalize.

First of all, we discovered that our line possessed a galaxy of products which were salable the year around.

Cleaners sell consistently throughout the year, reaching their peak sales in spring and autumn.

Washers are salable the year around, reaching the zenith of their sales in spring and autumn.

Ironers come into their heyday during the hot summer months and

again each winter before the holidays.

Electric refrigerators are sold throughout the year, but they achieve their greatest popularity during the torrid months.

Here then, we reasoned, is something worth talking about—a family of products all carrying the same trade name.

The merchandising of the full line by a dealer, we contended, would halt the bitter experience of seeing lean months devour the profits of fat months.

The advertising and selling expense of any one appliance has a big carry-over value to the remainder of the line.

Then, too, there is the fact that the buyer at retail of any one product—a cleaner for instance—usually is the logical prospect for our three other products.

#### *An Advantage for the Merchant*

With one Apex product performing satisfactorily in a prospective purchaser's home, there is a decided advantage with the merchant who is able to discuss the merits of another product of the same trade name.

Still another important feature we have sought to exploit has to do with service.

Supposing a householder owned one of our washers, a cleaner of some other make, an ironer of still another make, and a refrigerator of still another make.

To service these products, the housewife in many cases would have to communicate with four different service companies.

On the other hand, let us suppose that the same home had been equipped with products all bearing the same name. In this instance, only one service company—our own—would be necessary for the servicing of the entire quartet of products.

Our service set-up, which is national in its scope, has been converted, by means of an intensive educational campaign, into a sales helping organization as well.

Whenever a service man is called into a home to service any one of our products, he always in-

quires as to the satisfaction and condition of other appliances in the home.

In event these other appliances bear our name, he asks to inspect and put them in perfect condition.

In event he learns that the householder does not yet own some of the appliances which we manufacture, he immediately reports his findings to the dealer, who in turn launches a selling effort.

If the householder owns other appliances of other makes, the service man offers friendly counsel, and, after seeing them, is able to report to the dealer how much longer Mrs. Smith's vacuum cleaner is going to remain in service or how many more weeks, months, or years of service she is going to get out of her washer or ironer or refrigerator.

All in all, this is a valuable service, both from the standpoint of keeping appliances mechanically fit and giving to our dealer valuable information concerning his prospective customer.

The highlights of our general sales promotion program for 1931, so far as the trade is concerned, were:

A half dozen large colorful broadsides, each of which featured one particular product, but always listed and described all other members of the line.

These broadsides, which went to a carefully selected mailing list of outlets, were so designed that one side might be used by the dealer to hang up in his store or window as a consumer piece. The reverse side carried our message to the dealer.

These pieces produced many dealer inquiries and, in due time when our field organization began following these inquiries with prompt regularity, a goodly number of active new outlets.

#### *Broadsides Used as Consumer Pieces*

At the close of 1931, we sought to learn whether the broadsides were being used by dealers as consumer pieces. We learned that they were, to such an extent that we're continuing the procedure in 1932.

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We accompanied this direct-mail effort with an intensive business-paper advertising campaign, which produced a sizable number of inquiries and new outlets too.

On a co-operative basis, we offer the dealer practically every tested means of retail merchandising.

Personalized letters sent with monthly regularity to dealers were accompanied by sound sales promotion suggestions, and each dealer thus contacted subsequently received a call from our local sales representative.

Besides the letters we contacted our dealers once a month with a house magazine. This publication contains promotion plans that have been successfully executed by our dealers.

Any successful plan for the merchandising of major electric appliances for the home, we believe, must possess some provision for the education of the dealer's salespeople.

Accordingly, through a regular schedule of sales advice bulletins, our house magazine and frequent meetings with our own local wholesale representatives, we have sought to educate dealer salespeople in the sales features of our products.

In addition, contests of interest to retail salespeople were used at intervals throughout the year.

### New Firm to Represent College Humorous Publications

W. B. Bradbury and Madison Sayles have formed the W. B. Bradbury Company, Inc., with offices at 420 Lexington Avenue, New York, as a national advertising representative for college humorous magazines. Mr. Bradbury is president and Mr. Sayles vice-president of the new company. Forty-four college publications have appointed the new firm to represent them exclusively.

### Joins Mumm-Romer-Jaycox

Fred A. Palmer, formerly manager of radio station WAIU, Columbus, Ohio, has joined the staff of the Mumm-Romer-Jaycox Company, Inc., advertising agency of that city, as head of its newly established radio advertising department.

### Joins Chicago Agency

James S. Baley, formerly advertising manager of the Central Republic Bank & Trust Company, Chicago, has joined the executive staff of Firks, advertising agency of that city.

### Comic Section Group Adopts Name and Incorporates

The new group of eleven newspapers organized to sell comic section color advertising, with A. C. G. Hammesfahr as president and general manager, has been incorporated under the name of Metropolitan Sunday Newspapers.

In addition to comic section advertising, the group will sell rotogravure advertising as a unit in its rotogravure sections.

W. E. Hosac, formerly vice-president in charge of sales and advertising for Rolls-Royce and previously with the Curtis Publishing Company and N. W. Ayer & Son, Inc., has been appointed vice-president. J. J. Murphy has been appointed secretary and treasurer.

The group constituting Metropolitan Sunday Newspapers consists of the Baltimore Sun, Boston Globe, Buffalo Times, Chicago Tribune, Cleveland Plain Dealer, Detroit News, New York News, Philadelphia Inquirer, Pittsburgh Press, St. Louis Globe-Democrat and the Washington Star. All the newspapers except the Boston Globe carry rotogravure sections.

### We Do "More Than Merely Bill and Mail"

SON-CHIEF ELECTRICS, INC.

WINSTED, CONN.

Editor of PRINTERS' INK:

Thank you very much for the articles on "Salesmen's Report Systems" which you were kind enough to send me.

They have helped a lot and I am returning them.

It's a pleasure to subscribe to PRINTERS' INK—you do so much more than merely bill us and mail the magazine!

B. S. MITCHELL,  
Sales Manager.

### F. W. Bond Company Becomes Bond-Lenz, Inc.

H. S. Lenz, for the last seven years with the advertising department of Hart Schaffner & Marx, Chicago, has joined the F. W. Bond Company, advertising agency of that city, as an owner-principal. The name of the organization has been changed to Bond-Lenz, Inc. F. W. Bond, who organized the company twelve years ago, continues as president and general manager.

### Gotham Tissue to Peck

The Gotham Tissue Corporation, New York, Seda and Gotham toilet tissue, has appointed the Peck Advertising Agency, of that city, to direct its advertising account, effective August 1. Newspapers and magazines will be used.

### New Accounts to Hearn

The International Compositions Company, Inc., paint products, and the Oil Transfer Corporation, both of New York, have appointed The Alfred S. Hearn Company, Inc., of that city, to direct their advertising accounts.



**BOTH**  
ARE STARRED  
**IN THIS PAPER!**

The **Boston**

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## *Unique Make-up* of The Globe *encourages* the reading of Advertisements

●

**B**ECAUSE time and again the publishers of The Boston Globe have found that their readers *want* to read advertisements, the pages of this great metropolitan daily are made to give advertising unusual prominence and display.

News of the shops and news of the day are "co-starred" in The Boston Globe.

The paper whose readers *want* to read advertising deserves special consideration as an advertising medium.

Readers of The Boston Globe also *buy* from the advertising. Striking proof of this assertion is the fact that stores which depend on advertising for immediate results, such as furniture and department stores, use The Sunday Globe more than the next two Sunday papers combined. And Monday, in Boston, is one of the big shopping days in these stores.

Daily and Sunday, The Boston Globe reaches the homes of its readers as an analysis of circulations will reveal.

. . .

*The Globe is the only paper serving this great shopping area that holds its circulation seven days a week—and that features news of the day and news of the shops with equal prominence—that reaches the same kind of readers daily and Sunday, as shown by the recent AAAA Survey.*

n **Globe**

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# Advertising Must Give Consumer Something to Buy With

It Must Play a Part in Rebuilding Our Economic Structure

By Virgil Jordan

Economist, McGraw-Hill Publishing Company

OUR difficulties today arise from the fact that despite the great progress that has been made in the physical and even in the psychological sciences, there has been scarcely any application of the scientific spirit and method to our political, social and economic problems. The automobile and electric power industries, and modern advertising, are in the vanguard of the procession because in them the scientific spirit and technique have had the freest expression and fullest play.

But industry as a whole lags behind advertising in this respect, and business behind industry, and banking and finance far behind business; while at the tail end come our economic ideas and political institutions, trailing off with their roots still firmly fixed in the dogma of the middle ages.

Advertising is a universal instrument, for the psychological forces with which it deals are as fundamental in every field of human activity as electricity and fuel are in every aspect of industry. It can play its part fully only if it refuses to consider itself as a thing apart and undertakes to understand and relate or integrate itself intimately to every aspect of the industrial and business organization and structure as well as to our political institutions.

The spirit of science cannot fully express itself in advertising if it is satisfied with and confines itself solely to the strategy and tricks of selling goods and services. Nor is the scientific method in advertising merely a matter of marshaling and analyzing the sterile facts of past consumer reactions and market demand, important as these facts are.

First and foremost I feel that advertising cannot continue to content itself solely with developing the technique of creating, stimulating and directing such consumer demand or buying disposition as already exists. It must concern itself more closely and continuously with some of the economic conditions and psychological forces which control the increase and stability of actual consumer purchasing power and spending disposition. These things have their roots in the efficiency of production, the flow of investment into industry, the balance between saving and investment and consumption, the working conditions of labor, the stability of employment, and in broadest terms the distribution of the national income, as between savers and spenders.

## **Advertising Must Broaden Its Interests**

To understand them and apply such understanding effectively it will be necessary for advertising to interest itself more intimately and even take a more active part in problems of business and industrial management, to acquaint itself with the financial structure of business concerns, to scrutinize the suitability and cost factors of the product or service, to inquire into the productive facilities and the marketing machinery—in short to adapt the part it is called upon to play to the character of the enterprise and even of the whole industry.

Even the personnel problems of the concern or of the industry as a whole are not irrelevant to the task which confronts any effective advertising effort, as many instances in recent years have shown. The effective performance of the advertising function in our economic organization will inevitably

Portion of a speech at the convention of the Advertising Federation of America.

involve on its part a patient and persistent process of education, not merely of the consumer, but of industrial and business management.

But the function does not stop there, for the advertising profession has a still greater and more important task in the field of finance. Here, in the banking, investment and security market machinery, of course, is the greatest if not the sole source of the economic instability with which we are cursed.

### **Reckless Abuse Destroyed Confidence**

The greatest problem that confronts us today in the task of recovery is the restoration of public confidence in our banks and security markets. The very confidence the collapse of which the banks and security markets insist is crippling their earnest effort to stimulate recovery by credit expansion, they themselves destroyed by brutal and reckless abuse during the boom period. Its restoration is more than a matter of soothing bank depositors, explaining bank problems or credit policies to skeptical customers who have been sold out or squeezed, or of tickling the speculative appetite of the shoe-string left. Here, as in the case of industry, the new task of advertising is not so much with the consumer, but with the producer; the problem is one of the product and the institution, of bringing our banking system itself to a more up-to-date conception of its functions and a more sympathetic and co-operative relationship to business.

Finally, it seems to me that the essential service of advertising in the task of reconstruction cannot be complete until, as a profession with profound economic influence, it plays its part in politics and uses its power on a high plane of public service to bring into government something of the spirit of modern science and to speed improvement in our political institutions. It may seem to be expecting too much to ask advertising to act as an instrument of

political reform, but it plays its part in politics now, and it is not one to be proud of.

Some cynic has said that all peoples are governed by deception, but whether this is exaggerated or not, it is clear that every time the progressive spirit of advertising is employed for political purposes opposed to those principles of expanding consumption and rising standards of living, or for the exploitation of the public, the advertising profession is destroying the basis of its own prosperity and its opportunity for future service to business. If it uses—and only if it uses—the influence which it exercises in the business structure and on the consumer public for the defense of their interests against exploitation it can become a most powerful weapon for better government.

In conclusion let me add one thing that sums up all I have said. The job on which business is engaged, the job in which you are engaged, the jobs of producing and selling goods and services are of no use and of no significance whatever unless the great mass of American consumers are able to buy them and use them and get some satisfaction out of them. There is no sense in making things and no sense in selling them if people cannot get them and use them and enjoy them. The common and only interest of business and of advertising is, therefore, in the consumer, and the consumer in America is a man with a small income. This is the man who has made America prosperous in the past, and this is the only man who can make her prosperous again. He is going to do it again, and in a much bigger way, as soon as we give him a chance by giving him something to buy and something to buy it with.

### **To Represent Fraternity Publications**

The Fraternity Group has been formed with headquarters at 110 State Street, Boston, to act as publishers' representative for a list of fraternity publications. Twenty-five publications are now represented in the group.



In the Phil-  
adelphia  
Area  
257,644  
Families

Have \$2,000 to \$2,999 Incomes

**62.30%** of These  
Read The Philadelphia Bulletin



In the Phil-  
adelphia  
Area  
210,103  
Families

Have \$3,000 to \$4,999 Incomes

**71.58%** of These  
Read The Philadelphia Bulletin



In the Phil-  
adelphia  
Area  
92,216  
Families

Have \$5,000 to \$9,999 Incomes

**75.81%** of These  
Read The Philadelphia Bulletin

# THESE



**T**HERE are 579,941 families in the Philadelphia Area whose incomes are \$2,000 or over. The Bulletin is read by 68% of these families.

As the incomes increase, the percentage of families who



In the Philadelphia Area 19,978 Families  
Have Incomes of \$10,000 and Over

**82.82%** of These  
Read The Philadelphia Bulletin

*Figures on income groups and Bulletin coverage from Philadelphia Newspaper Reader Survey... a survey prepared by the American Association of Advertising Agencies*

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# REACH YOUR CUSTOMERS

read The Bulletin also grows: 62% read it in the \$2,000 to \$2,999 income group; 71% in the \$3,000 to \$4,999 group; 75% in the \$5,000 to \$9,999 group;

Where incomes are \$10,000 and over, 82% read *The Bulletin*! These 579,941 families influence retail stocks; their purchases form a large part of the City's billion-dollar sales volume.

This great buying-power group can be reached almost entirely through one newspaper. The Bulletin is Philadelphia's newspaper. It has grown, through thirty-seven years, by publishing a fine newspaper;

by being accurate, timely; by avoiding sensationalism in the handling of news.

Its circulation is all net paid, all responsive because it is based upon reading interest; not a copy ever sold by premium, prize or contest.

558,184 net paid daily average during 1931. Two and one-half times the circulation of any other Philadelphia evening newspaper; greater than that of all morning newspapers combined.

And a sound business policy of keeping space rates low gives advertisers the lowest advertising cost of any single newspaper in America.

## THE EVENING BULLETIN

ROBERT McLEAN, *President*

WILLIAM L. McLEAN, Jr., *Vice President and Treasurer*

### PHILADELPHIA

New York 247 Park Ave. Chicago 333 N. Michigan Ave. Detroit 321 Lafayette Blvd. San Francisco 5 Third St.

# These Selling Methods Stand Test of the Depression

Advertisers, Spurred by Necessity, Learn Important Applications of Merchandising That Have Proved Themselves Under Fire

By C. B. Larrabee

MANY businesses are making drastic merchandising changes. New policies, new ideas, new set-ups—these, if anything, are the merchandising keynotes of 1932.

Among these changes are some that are temporary stop-gaps—retrenchments, forced economies, other forms of transition that are introduced with the qualification, "This will do until business gets better." Others are the solid rock on which will be built the foundation for permanent profit a year or five years hence.

These stand out like peaks on the merchandising horizon. They constitute definite trends that can and should be studied. PRINTERS' INK, in combing the field of business, has found them frequently, has been shown where they stopped a falling sales curve, bolstered slipping profits. They are tested policies, proved in one of the most rigorous periods through which American business has gone.

They can be classified under eleven heads, as follows:

## 1. Selective selling.

Many retailers and wholesalers cost more to sell than their business is worth. It is this fact that is the basis of selective selling.

During the last two or three years a number of companies have decided to eliminate unprofitable and non-co-operative outlets. Their salesmen aren't wasting time any more calling on retailers who buy in small quantities or who have a low rate of turnover, or who will not make the proper follow-up of the manufacturer's advertising or proper use of his dealer help material. Advertising departments aren't wasting money providing help for every Tom, Dick and Harry who happens to have gone into the retail business.

For instance, in 1931 the Kelly-Springfield Tire Company eliminated 25 per cent of its dealers and then backed the remaining 75 per cent with a protected territory policy and a strong advertising program. The result was 5 per cent more sales with 25 per cent less dealers.

## Another Firm That Cut Its List of Dealers

The RCA Radiotron Company went through a list of 40,000 dealers with a drastic blue pencil and found some 14,000 dealers who were willing to give the proper merchandising co-operation. The result was a marked increase in sales of Radiotrons among those 14,000 dealers and a consequent lessening of wasted sales effort among other dealers.

## 2. Intensified efforts with Class A dealers.

Hand in hand with selective selling, but not necessarily confined only to those companies following the selective policy, is the idea of concentrating help on those dealers who are most willing and best fitted to give merchandising co-operation. In certain lines, where large unit products are sold, this trend has been reflected in the fostering of an exclusive dealer policy, but in other lines, particularly those of small unit products, the type of effort which is usually used to back exclusive dealers has been applied to all retailers who will give real help.

Copeland Products, Inc., and the Masonite Corporation were particularly successful last year in applying intensified effort to star dealers. Copeland, for instance, called in more than 1,100 dealers from every section of the United States and some foreign countries to a dealer convention where it

gave them a complete picture of what they could do and what the company was willing to do to help them. Masonite, although its products are handled by more than 5,000 dealers, chose 600 star dealers as the recipients of its most aggressive merchandising help.

The star dealer for a company's product is usually a leading retailer in his community. By backing this type of bell-wether outlet with strong, aggressive advertising and merchandising effort tied up closely with national and local advertising, a manufacturer can usually count on profitable cream business at a comparatively low sales cost.

### 3. Tested ideas.

With testing being gradually reduced to a more or less exact science, many manufacturers are cutting down sales costs by using only tested ideas.

One of the most successful exponents of proved ideas has been the Lambert Pharmacal Company which has always carefully tested advertising ideas and products before introducing them. By eliminating the chaff the company has been able to produce excellent wheat in the face of most discouraging price and competitive conditions.

Grape-Nuts Flakes, which during the last year enjoyed a remarkable sales success, were not introduced until after the most rigid testing of products, package, and advertising. Eighty-five different container designs were studied and tested, two types of advertising campaigns were tried out and three types of deals were used before the final merchandising set-up was determined.

Testing, properly employed, is a comparatively simple process. It may delay the introduction of a campaign for two or three months and it may cost a little money, but the expense of time and money is repaid in results.

The old counsel, "Be sure you're right, then go ahead," is on the way to becoming an advertising axiom.

### 4. Improved products—New products.

New and improved products to meet the needs of today offer many manufacturers an interesting and excellent solution for their difficulties. They give a new vitality to advertising and a new force to selling. They make news and news builds interest.

A new product is not necessarily a magic key to more profits. For instance, the greatly improved automobiles have not brought the industry back to the big volume of a few years ago, but it is difficult to question the fact that they have enabled the industry to sell a great many more cars than would have been possible without their introduction.

In some cases the introduction of a new product will enable a company to meet the buying needs of today which are very much different from the buying needs of 1929 and thus to bolster sales volume being lost because the standard product doesn't meet today's conditions.

### 5. Consumer research.

This is tied up very closely with testing because it means testing the need for a product or an advertising idea before introducing it.

For instance, Bon Ami, before it brought out its de luxe package, interviewed 5,000 women to find out if there was a need for such a product and what form the product should take.

The C. F. Church Manufacturing Company, before introducing its Regal line, which sold more than 40,000 units in two months last year, interviewed 2,500 wholesalers, retailers and consumers and made a very careful analysis of its market.

The Hood Rubber Company, Inc., in introducing its new Hygeen insole, made personal calls upon 1,000 retailers and hundreds of mothers. It found that 80 per cent of the mothers interviewed objected to canvas shoes because of their retention of perspiration. Such an investigation gave the company a theme for its advertising campaign and an assurance that the advertising would be followed up by the dealers.

### 6. *New use and better use.*

Finding new uses for a product has always acted as a sales stimulant, but in these days more and more manufacturers are trying to assure better use of their product.

The makers of Comet Rice found that the chief reason why more women were not using rice was because they did not know how to cook it. Therefore, the company began the introduction of a utensil which would assure them the best results with the use of Comet Rice.

Du Pont introduced a package with a spray top arrangement which enabled consumers, by attaching one of the package fixtures to an ordinary tire valve, to use Touch-Up Black with a minimum of effort.

The manufacturers of Angelus-Campfire Marshmallows introduced a simple electric marshmallow toaster as an accessory which created wider employment of the product.

The National Biscuit Company based a newspaper campaign on its new recipe book, "Menu Magic," in order to teach women how many different uses there are for its products.

The manufacturer who is overlooking new use or better use for his products is perhaps neglecting a powerful stimulant to the reduction of sales costs.

### 7. *Related selling.*

This subject has two phases, first, the selling of related items of different manufacturers in one group or one package and, second, the sales merger.

Two simple and representative forms of the first phase are the recent successful Ambrosia-Johnson & Johnson tie-up and the Kleinert and Red Diamond Birdseye combination. In the first the company sold a complete Ambrosia treatment which included also a package of Johnson & Johnson Couettes for \$1. By selling a combination of Red Diamond Birdseye diapers and one pair of Kleinert's rubber panties, these two companies were able to tie up two non-competitive items into a single package, get the package out onto

the counter and increase sales.

The sales merger, introduced occasionally as a measure of economy, has worked out successfully in some instances. The basis of the sales merger idea is that two or three manufacturers who sell non-competing products to the same outlets, pool their sales resources and have a single salesman represent them all in each territory.

It is a plan that has a number of pitfalls, but is worth more than a passing investigation.

### 8. *Price control and protection.*

In the drug field, particularly, there has been a revolt of independent retailers against the price situation. Resale price maintenance has many legal dangers, but several manufacturers of cosmetics have introduced plans which are quite legal and yet give them some assurance that prices on their products will not be widely cut.

Coty, for one, is using a plan based on consignment selling, a form of price protection which has been used in the selling of electric bulbs for many years. On June 1 Hinze Ambrosia, Inc., entered upon a similar plan.

The manufacturers of Tre-Jur used an interesting plan based upon the exclusive dealership idea. This company brought out three different lines and wherever feasible gave each line exclusive representation in a single community. This meant that it was getting three dealers in the community, without the danger of these dealers entering into a price war.

### 9. *Elimination of distributive sore spots.*

In several industries unsettled conditions, particularly regarding price, have been due to certain abuses of formerly perfectly legitimate merchandising devices such as the advertising allowance, the free deal and the quantity discount. These have created bad sore spots which often cost manufacturers thousands of dollars in sales and the combined efforts of entire sales departments in an effort to eliminate bad feeling and ill-will.

Some of the larger companies, in the food and drug industries have

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radically revised their scales of discount with the result that the comparatively small dealer will get the same discount arrangement as the largest dealer. Some companies have cut out the advertising allowance except on a wholly legitimate basis. They have been encouraged to do so by the example of companies such as B. T. Babbitt and others who have been highly successful without the use of the allowance in any form.

#### 10. Improved packages.

An old-fashioned package may be a sales brake. A new package is usually a sales stimulator. For that reason, the last two or three years has seen a most marked tendency toward container redesign.

The manufacturers who have been most successful with redesign are those who not only have changed their packages, but also have improved them. Even today, there are many containers on retail shelves that are not convenient either in use or in storage in the home. The trend toward the small apartment, the growth of buying in smaller units, improvements in home furnishings, these and many other factors make it necessary for the manufacturer to consider his package critically.

Just as a new or improved product is news, so is a new and improved package. An examination of the containers entered in the recent Wolf Award Competition of The American Management Association indicates what can be done in the way of improved containers and it is significant that all of the containers that received mention in this competition were designed for better and more convenient use on the part of the consumer.

#### 11. Changed selling methods.

The last two years have seen some remarkable changes in selling methods and set-up. In some cases territories have been expanded, in others they have been reduced. In a few instances, companies have entirely eliminated unprofitable sales territories.

The manufacturers of Insulite introduced the idea of having their salesmen put most of their effort on group meetings of dealers

rather than single dealers. The Upson Company has led the way in sales reform by its policy of showing the dealer how to sell rather than by selling for him.

A number of companies have tightened up on their requirements as to the number of calls their salesmen make. The General Electric Company, in the sale of its refrigerators, staged a twenty-five calls-a-day drive which made it incumbent upon distributor salesmen to make at least twenty-five calls every day.

Quota systems have been revised radically as have compensation plans. Everywhere manufacturers are realizing that it is better to get all there is out of the sales force, that is to make every dollar spent for sales get more dollar sales return, than it is to cut sales expense by firing salesmen.

In some instances, executives, presidents as well as sales managers, have exchanged the desk chair for the Pullman seat, have gone out on the road, have studied their sales problems first-hand and have revised their sales policies on the basis of their studies.

\* \* \*

The eleven methods of getting more out of the sales dollar, just outlined, are not the only methods that are being used but they have been employed frequently enough and successfully enough to denote that they are definite trends. They are not magic in their operations and undoubtedly each method has had its glaring failures. Failure, however, is often due to bad management rather than any inherent weakness in the method.

The current business situation has offered a challenge to the best brains in advertising and merchandising. The solutions which are being found to difficulties are, in too many cases, only temporary.

Therefore, it is pretty safe to say that the change which does not look to its permanent profit two or five years hence, is not the wisest change to make. The eleven methods of cutting sales costs, just outlined, are methods which will be just as good in 1933 or 1936 as they are today.

# What Groucho Says

Big Biz, Small Accounts and High Hats

**J**UST heard how some of the big ad houses think mebbe they are gonna try our stunt of nourishing small clients. If any money is moving, of course they want it. Mebbe they'll be willing to look at a billing of less'n \$250,000. That would be generous. Wonder how much less they'd consider.

Our small client drive has given us fellers who spend from \$100 up and we wouldn't turn 'em down if they had \$76.63 in real money.

Leaving out our theoretical overhead, we're making a profit on 'em, though a lot of our people high-hat that department. When the pres of Consolidated Potteries comes in, Boss doesn't open the door to what was once our modern kitchen but now is the Mecca of small-spending clients. But when Gent. Treas. gives him a statement of cash receipts, Boss goes in and smiles on the ex-kitchen.

Make no mistake, 15 per cent of \$100 is \$15 and if you get enough of 'em and they don't cost too much to get, that revenue may keep the sheriff away.

## Houck Moves to Roanoke

Houck & Company, advertising agency, has moved its headquarters from High Point, N. C., to Roanoke, Va., with offices in the Shenandoah Life Insurance Building. Offices will also be maintained at High Point.

The Houck agency has been appointed to direct the resort advertising of Shenandoah Valley, Inc., Staunton, Va. Newspapers will be used on this account. The Hotel Roanoke, Roanoke, has also appointed this agency to direct its advertising account.

## A. McK. Donnan Again with Brisacher

A. McKie Donnan, recently with the Theo. H. Segall Advertising Agency, San Francisco, has rejoined the office at that city of Emil Brisacher and Staff in charge of copy. He was previously with the Brisacher agency for eight years.

## Pennsylvania Outdoor Group to Meet

A special summer meeting of the Outdoor Advertising Association of Pennsylvania will be held at Bedford, Pa., on June 27.

Two years of panic and big houses haven't yet got used to doing anything different from what they always did. Golly, but when the procession is marching full again, aren't we gonna miss some of those who usta be in the front ranks!

When the water has been squeezed out of their biz, they keep the water in tanks in the cellar and expect to pump it in again when the overdue boom comes back. Mebbe they will, but I gotta hunch they'll find the pumps rusty and leaky.

Gotta hunch, too, that wind and water won't bring such high prices in next prosperity era.

'Bout these small clients of ours, they are making money. They don't have to use it up stopping leaks and pumping water.

Dunno as this refers to anything, but Kane asked me if moths eat silk.

"Dunno," sez I. "Why?"

"Cuz I wonder. Haven't looked at my high-hat for years," sez Kane.

GROUCHO.

## Ohio Outdoor Group Elects

Arthur Dundon, Alliance, Ohio, was elected president of the Outdoor Advertising Association of Ohio at its annual meeting last week. T. R. Sammons, Mansfield, was named vice-president and Edwin S. Lewis, Bucyrus, is the new secretary-treasurer. Directors of the Ohio group are: George Chennell, Columbus; B. C. Conner, Canton; W. L. Denney, Chillicothe; S. L. Ghaster, Fostoria; W. M. Goodwin, Hamilton; and Paul W. Lewis, Marion, Ind. Mr. Dundon was elected national director.

## G. A. Efroymson Heads Real Silk Mills

G. A. Efroymson, who recently became a director of Real Silk Hosiery Mills, Inc., Indianapolis, has been elected president. He succeeds Porter M. Farrell, resigned.

## New Business at Fort Worth

A. E. Hubbard, for ten years vice-president and production manager of the Wimberly-Hubbard Agency, Inc., Fort Worth, Texas, has formed his own advertising business at that city with offices in the Capps Building.

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OF T

During 1932, 66 used 66 Oregonia 906 lines and 17,800 paper. The better than to The

Nat NEW

**“Check that quotation  
with The Oregonian market report”**

*... financial houses file the Oregonian*



**... Reader  
confidence  
is selling  
power ...**



**PROOF  
OF THE PUDDING**

During the first quarter of 1932, financial advertisers used 66,721 lines in The Oregonian, compared to 27,906 lines in the second paper and 17,808 lines in the third paper. Thus, advertisers give better than a 2 to 1 preference to The Oregonian.

● Drop into the Portland office of the National City Company, the Investment Department of the United States National Bank, or any brokerage or banking firm, and ask about bond quotations of the previous day. Chances are 9 to 1 that out will come a file of The Oregonian. Nearly all of the financial houses of Portland, a survey shows, keep files of The Oregonian. That's just another indication of the reader confidence which makes The Oregonian the first buy in the Portland market ... Alone it does a thorough two-fisted selling job! ... Make sure it's on your media list!

# The Oregonian

PORTLAND, OREGON

*One of America's lowest milline rate newspapers*

National Representatives, WILLIAMS, LAWRENCE & CRESMER

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES SEATTLE



# Buy all—no just a slice of the Philadelphia Market

**T**HERE are two big slices to the sales side of the Philadelphia market. One is A. B. C. Philadelphia with its 470,378 families—2,069,661 people. The other is its rich A. B. C. suburban area with 372,689 families—1,639,832 people.

It is this suburban slice which so many national advertisers fail to grasp, yet in many cases it holds the answer to the difference between actual and potential Philadelphia sales.

Your sales in Philadelphia may come close enough to your idea of its capacity for your product to make you feel that you are doing a satisfactory job . . . but perhaps you have accepted an incomplete picture of the true Philadelphia Market . . . Philadelphia without its suburbs.

No one Philadelphia newspaper affords better than 38% coverage of this huge and concentrated suburban market.

CURTIS-MARTIN NEWSPAPERS, INC. . . NDEP

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Phila- To miss the other 62% is to miss more people than live in  
470,378 the cities of Milwaukee and Indianapolis combined . . . and  
. B. C. is equivalent to withholding your sales story from almost a  
million potential purchasers in the suburbs alone.

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sales. area it is necessary to use newspapers that provide *complete*  
o your *market coverage* . . . newspapers that reach and influence  
el that the buying judgment of *all* the families in *all* the homes—  
a have not just a fraction of them.

Philadelphia *Complete market coverage* is obtainable only through the  
Curtis-Martin Newspapers. They have no substitute or  
rival. Their use provides the means of adequately develop-  
ing your sales in every part of the Philadelphia market.

. . . INDEPENDENCE SQUARE, PHILADELPHIA

GER The Philadelphia Inquirer

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MORNING

SUNDAY

# The Duties of a Stockholders' Relations Division

Du Pont Believes It Is Worth While to Encourage Stockholders to Interest Themselves in Its Products

AS the number of stockholders in E. I. du Pont de Nemours & Company increased this company realized that it might be advisable to concentrate all the activities concerning shareholders into one department.

So it was decided that all correspondence that had anything to do with stockholders should be cleared through a Stockholders' Relations Division of the treasurer's department. This division was established on June 1, 1929. It handles all matters pertaining to the stockholders' records; payment of dividends; relations with the stock exchange and the transfer agent; correspondence with stockholders; preparation of stockholders' bulletins; distribution of financial reports.

This department makes every effort to handle all correspondence or contact with stockholders promptly, understandably and courteously. It handles, of course, a considerable volume of routine correspondence pertinent to the stockholders' holdings. Somewhere around twenty such letters are written every day.

## *Occasionally a Suggestion Is Received*

It is only occasionally that the company receives a suggestion from a stockholder. An impertinent or embarrassing question is a rarity. Of course, occasionally questions are asked which the company cannot or does not care to answer, and in such cases, it frankly says so. These letters, amounting to one or two a day, are answered promptly and in a way to show the company's appreciation of the stockholder's interest and to explain the situation to him.

Inquiries about Du Pont products are also received occasionally. These are promptly acknowledged and referred to the proper departments or subsidiary companies.

The latter are very careful to answer the stockholder in a satisfactory and prompt manner and sometimes even go out of their way to accommodate inquirers, such as having a salesman call, etc.

The personnel of the division in 1931 was smaller than in 1929 and the expenses were about the same, in spite of an increase in the number of stockholders from 34,000 at the end of 1929 to 53,000 at the end of 1931. Furthermore, the expenses include the cost of the transfer office and registrar.

## *Writing to New Stockholders*

Each new stockholder is sent a letter from the president, a Du Pont products booklet (which was sent to all stockholders two years ago), and a letter about the safe-keeping of stock certificates. Stockholders also receive the "Du Pont Magazine" on request. This is published monthly for the trade and contains interesting articles about the company's products and their uses. To date, over 3,000 stockholders have asked for and are currently receiving this magazine.

The letter to new stockholders is signed by L. du Pont, president, and welcomes them to the company. The letter states that stockholders are informed of the condition and progress of the company by means of quarterly statements of earnings and semi-annual statements of the company's financial condition. They are told, also, that they will receive, periodically, letters outlining important activities of the company.

"The stockholders," writes Mr. du Pont in his letter, "is not under obligation either to use or to sell his company's products. It is natural, nevertheless, for the management to hope that the stockholder, as a partner in the enterprise, will find the products to his liking, that he will wish to buy them for his own use on their

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merits, and that by example and by appropriate suggestions, he will have opportunity to interest others in their use.

"It is inevitable that the cumulative effect of your use of the company's products and your constructive interest in their use by others will have an appreciable and gratifying effect on its total sales volume with correspondingly favorable effect on the company's earnings. As a stockholder-partner, you will enjoy your proportionate share of benefits accruing from improvement in the company's prosperity."

Finally, the stockholder is told that he should address all inquiries or suggestions to the Stockholders' Relations Division. Inside of this letter are listed the principal products of the company and its subsidiary or affiliated companies.

It is on the back of this letter that the offer is made to send the "Du Pont Magazine" to any stockholder who would care to receive it.

The products book is attractively gotten up in two colors and describes those products which are most likely to interest stockholders for their own consumption.

The annual report contains a lot of information of general interest as do the bulletins which are sent at frequent intervals.

The company reports that although there does not seem to be any tangible evidence of results from its efforts to cultivate the stockholders' good-will, it believes that it is worth while.

### W. F. Cook Joins Rankin

Wilbert F. Cook, formerly president of Thomas & Cook, Inc., Chicago advertising agency, and later with Williams & Cunningham, Inc., has joined the Wm. H. Rankin Company, in a creative and contact capacity. He was also at one time sales, promotion and advertising manager of the Pullman Couch Company, Chicago.

### New Accounts to Frost

The Hoben Manufacturing Company, Waltham, Mass., range oil burners; the Appliance Engineering Company, Boston, oil burner and electric refrigeration; Harlan P. Kelsey, Inc., Boxford, Mass., nurseries, and Razet, Inc., Lynn, Mass., women's razors and blades have appointed the Harry M. Frost Company Inc., Boston, to direct their advertising accounts.

## An Authority on Time Discusses Timeliness

HAMILTON WATCH COMPANY  
LANCASTER, PA.

Editor of PRINTERS' INK:

This is in somewhat belated acknowledgment of your very helpful letter of May 27. The material you enclosed was very much to the point, and I am especially glad to have the list of articles which have appeared in PRINTERS' INK.

PRINTERS' INK MONTHLY and PRINTERS' INK both come to my desk regularly and there is not much in the current distribution picture that is not covered in your two publications. The whole situation certainly is in a state of flux and, as you point out, any compilation or summary of various distribution methods followed would be very impermanent.

L. F. HALLIGAN,  
Director of Sales Research.

## To Advertise Housewares Exhibit

The American Housewares Exhibit, a wholesale market for housefurnishings, will be held at the Pennsylvania Hotel, New York, from July 24 to 30. Housewares, electric and gas appliances, home and gardening equipment and supplies and labor saving devices will be exhibited.

Russell H. Van Tine, Philadelphia advertising agency, has been appointed to direct the advertising of the exhibit. Business papers, newspapers and direct mail will be used.

## Elliott Service Opens Detroit Branch

The Elliott Service Company, Inc., New York, has opened a branch office at Detroit, located at 729 Seward Street. A. M. Bennett has joined the Elliott concern as divisional manager. The Detroit office will cover activities in Michigan, Indiana, Illinois and Iowa.

## Appoints Hurja-Johnson-Huwen

The Puffes Manufacturing Company, Dundee, Ill., manufacturer of Puffes, a food product, has appointed Hurja-Johnson-Huwen, Inc., Chicago, to direct its advertising account.

## With Stair-Jordan-Cerre

Paul Cooper, formerly of Evans-Winter-Hebb, Inc., Detroit, has joined the sales department of Stair-Jordan-Cerre, Inc., Detroit printing house.

## Appoints Sechof & Hoops

Kay Laboratories, Inc., Chicago, has placed its advertising account with Sechof & Hoops, Inc., advertising agency of that city.

# MORE PEOPLE MEAN MORE SALES

**I**F you have been looking at business through the wrong end of the telescope, take a tour of inspection through the advertising pages of *The American Weekly*.

It may open your eyes to learn how many important advertisers are selling merchandise through the medium of this *Mighty Magazine, even in times like these*.

A few very rich people and a reasonable number of millionaires are still left in the country.

Sell *them* if you can. But their buying power is insignificant compared to that of the millions of solvent families who constitute the volume market for automobiles, clothes, food and the other necessities and luxuries of life.

Today as always, the volume manufacturer's market is *the people*.

The advertiser who wants volume must reach buyers; the manufacturer who wants black figures on his ledger must reach buyers at the lowest cost per buyer.

The *American Weekly* will carry your advertising

earth. What better proof can you have of the reader interest of this publication than its circulation—twice that of any other publication!

Merchants are conscious of this tremendous circulation and are quick to stock and display merchandise advertised within its pages.

The *American Weekly* page is more than double the size of any other magazine page. A double spread is a colossus of display. It costs \$32,000 and is the biggest color advertising unit purchasable in any national publication.

Here is a chance to dramatize the selling story offered by no other medium.

## Where this Magazine goes

The *American Weekly* is the largest newspaper in the country. In each of 187 cities, it reaches one out of every two families.

In 105 more cities, 40 to 50% of the families

in an additional 153 cities, 30 to 40%

in another 164 cities, 20 to 30%

Today as always, the volume manufacturer's market is the people.

The advertiser who wants volume must reach buyers in the volume market. The manufacturer who wants black figures on his ledger must reach buyers at the lowest cost per buyer.

The American Weekly will carry your advertising in color pages into its millions of homes at a cost to you of less than  $\frac{1}{3}$  cent per family.

To sell goods today, the manufacturer must place his advertising where there are dollars with which to buy. The American Weekly concentrates and dominates in the richest buying areas of the nation—in the great metropolitan centers as well as in the smaller cities and towns.

There are other important plus factors, too.

The American Weekly advertiser enjoys the added attention value of the most interesting magazine on

Where this Magazine goes

The American Weekly is the *interest magazine* in the country. In each of the 136 cities, it reaches one out of every 100 families. In 105 more cities, 40 to 50% of the families read it. In an additional 153 cities, 30 to 40% read it. In another 164 cities, 20 to 30% read it.

... and, in addition, more than 1,750,000 families in thousands of other communities, large and small, regularly buy and read The American Weekly.

Where can you spend your advertising dollar more effectively?



### Cock-A-Do-dle-Doo

The month of June, 1932, is the largest June in volume of advertising linage and revenue in the history of The American Weekly.

# THE AMERICAN Weekly in the World

"The National Magazine with Local Influence"

Main Office: 959 Eighth Avenue, New York City

Branch Offices: PALMOLIVE BLDG., CHICAGO . . . 5 WINTHROP SQUARE, BOSTON . . . 753 BONNIE BRAE, LOS ANGELES . . . 222 MONADROCK BLDG., SAN FRANCISCO  
11-250 GENERAL MOTORS BLDG., DETROIT . . . 1138 HANNA BLDG., CLEVELAND . . . 101 MARIETTA ST., ATLANTA . . . INTERNATIONAL BLDG., ST. LOUIS

# Ways to Get Under the Agency Space Buyer's Hide

Some Do's and Don'ts, Culled from Actual Experience, That Have to Do with Placing of Advertising

**H**ERE are some "Do's" and "Don't's" corralled from advertising agency space buyers by Kenneth M. Goode and submitted by him in a talk which he made this week at the meeting in New York of the Promotion and Research Managers Group of the Newspaper Advertising Executives Association:

*Don't knock competition*, especially with competitive figures. The figures are easily available and we can make our own comparisons.

*Don't fight each other.* "Why not come out some time and attack the advertiser's strategy in using radio, three-sheet posters, direct mail and other media?" asked J. J. McCarthy, of McCann-Erickson, Inc. "Maybe the money can be spent better in your newspaper. Why not say so if you honestly think so? Other media do not hesitate to say so, but newspapermen in their briefs always level their guns at each other instead of going out after other media where the advertiser is spending plenty. The average promotion man, in preparing a brief, usually asks only one question of the salesman, 'What papers is he using?', and when the salesman replies, *The Bugle* and *The Wasp*, he starts a regular tirade on paper against the two newspapers in order to muscle in on the schedule."

*Don't send unprofessional artwork.* The boy in your art department may be a genius to you. But agencies and department stores are professionals and may not rave about his sketches.

*Don't peddle fly-specs.* Throw away the gobs of old canned sheets. Get yourself some fresh pie charts. Remember the lunch cart proprietor who rebuked the customer with the crushing observation: "My boy, I used to make pies before you were born."

And the boy's crushing retort:

"Yes, but why try to sell them now?"

Any account worth working a brief on is worth fresh typing. Give every man the impression he's getting an original presentation.

*Don't be a lone wolf dragging in orders through sheer personality.* Get your home office to co-operate with you in the newspaper itself. How about some promotion in the paper that will stir reader interest in its advertising? As Mr. McCarthy suggests: "If your business manager or publisher objects, simply tell him that if saving paper is his big aim in life, why publish a newspaper at all, and he'll save plenty of paper."

*Don't try to impress by massing statistics.* Remember figures to the space buyer are like legs to the bus conductor. No dice! Once in a while a genius like Joe McGivena can put on a good enough show to interest an expert. But most of the time your space buyer is like the chorus girl—he's got a figure.

*Find out your own story before you start telling it.* Mr. Hearst wrote me nearly twenty years ago: "You don't yet know why the New York American is a great newspaper and until you find out for yourself, I don't think you should try to tell others."

Every promotion man should know forwards and backwards (1) his market, (2) his newspaper's place in that market, (3) why it holds *just* that place, and (4) how much bigger, locally or nationally, it may actually be.

*Talk about the editorial side.* Remember the great series of advertisements Phil Lennen did for Scripps-Howard newspapers. Give the buyer the short picturesque low down on how your editors dig up their circulation. Maybe you'll all learn something.

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Try to create a definite colorful picture of your paper and its place in the market. One brilliant buyer in one of the biggest agencies contrasts the New York *World*, without such promotion, with the New York *Daily News*' "Tell it to Sweeney," on one hand, and the *Herald Tribune's* "City Without Slums," on the other.

**Have continuity.** Advertising solicitors are always howling for continuity. Yet the most discontinuous of all promotions is that of a daily newspaper. Not only do they fail to hammer away regularly at whatever theme they may have chosen, but they continually change the theme. As Ben Duffy, of Batten, Barton, Durstine & Osborn, puts it in his more dignified words:

"When we design an advertising campaign, we have a continuity story. We definitely sell the advantages along certain lines and continue to sell the product by this method which is merchandised by the salesmen and the dealers. A newspaper promotion campaign should have the same qualities. It should be able to live a long time; it should put in the hands of newspaper salesmen an opportunity to sell more space on the basis of the campaign and should be merchandised with the agencies and advertisers."

**Make it short.** One space buyer writes, "Beware of two-page letters when a single paragraph or sentence should convey the thought concisely and simply." Two centuries ago, an Englishman named Fox said: "Easy writing makes damned hard reading."

Every minute you work boiling down—trimming—cutting out extra words, by taking less time to read may gain your work an hour's extra reading.

**Make enough copies.** Give everybody interested a chance to read. Every newspaper ought to own a typewriter. And good typists are cheap these days.

**Stick to "standard" stuff.** Don't lug in strange five-week periods, orange juice classifications, odd size promotion matter. Remember your buyer is looking for *compari-*

*sons*, not contrasts. Stick to accepted sources, such as U. S. Census, A. B. C. audits.

(J. O. Bauer, of Lord & Thomas and Logan, sent along an admirable example of a Standard Newspaper Data Form, prepared by the American Association of Advertising Agencies. I can easily sympathize with his hope that all newspaper publishers could be prevailed upon to follow some such uniform model.)

**Tell the story from the advertiser's viewpoint.** That's the only thing a good space buyer is thinking about. Keep your private fights out of public offices.

**Get a picture of the advertiser's problem.** Forget how he can help you boost your lineage. That's your business. Treat him as a guest in your home town. See how you can help *his* business!

## Chicago Council Sets Date for Outdoor Exhibit Entries

Closing date for entries in the Chicago Advertising Council's third annual Exhibit of Outdoor Advertising Art has been set for August 15, 1932. Designs reproduced or posted on outdoor structures between June 1, 1931 and June 1, 1932, are eligible.

Entries will be judged on the basis of artistic merit, suitability of copy and general effectiveness of layout. There will be three major awards, given in duplicate to artist and advertiser, and ten honorable mentions for 24-sheet posters. In the 3-sheet classification there will be one first award and two honorable mentions.

The exhibit will open October 6, when winning entries will be announced at a luncheon meeting. The exhibit will be on display in the galleries of Marshall Field & Company for two weeks. Burr L. Robbins, General Outdoor Advertising Company, heads the committee in charge.

## To Publish "Modern Medicine"

*Modern Medicine*, a new monthly medical publication, will appear with an issue of September 1. The new magazine, which will contain digests of current medical literature, will be published by the Modern Medicine Publishing Company, 84 South Tenth Street, Minneapolis. M. E. Herz is business manager.

## Appointed by Practical Instrument Company

The Practical Instrument Company, Chicago, recording instruments, has appointed M. Glen Miller, advertising agency of that city, as advertising and merchandising counsel.

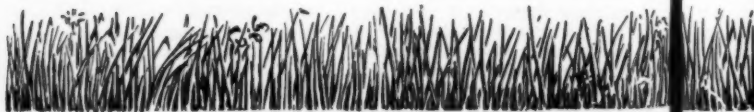


# Like FACING a Jungle Tiger..

THAT's the way many a national advertiser feels about New York—the roughest, toughest *and richest* market in the world.

Almost 14% of the country's retail sales arise here (source: U. S. Census of Distribution). Yet only a little more than 9% of the total U. S. circulation of the six largest women's magazines gets into this area. It is evident, then, that even a big national magazine campaign, directed at women is not enough.

But this seemingly difficult market is a tame tabby to national advertisers who realize that New York needs special treatment. You can use full color, and for \$10,350 reach over four million high income magazine-type readers concentrated in the New York area! You can buy approximately NINE color pages for the cost of a SINGLE color page in a leading woman's magazine! You can tame New York inexpensively and surely and the method is told in detail in a new, 24-page book called "Balanced







Coverage," which will be sent you free, if you write before the limited supply is exhausted. It's something NEW in selling NEW YORK. Write today.

**Herald Tribune**

NEW YORK

230 WEST 41st STREET  
NEW YORK, N. Y.

Send me a copy of "Balanced Coverage".

Name \_\_\_\_\_

Firm Name \_\_\_\_\_ Position \_\_\_\_\_

Address \_\_\_\_\_

P. I. 6-31

# Two Alarm Clock Ideas That Aroused Sleeping Demand

Better Styling and a Deft Use of the Romantic Touch in Advertising Combined to Increase Dollar Volume

"DEMAND grows while it sleeps." That's an old saying in the steel industry, applicable alike to ships and shoes and sealing wax—or whatever is manufactured for sale to the ultimate consumer.

Demand is not dead; it merely sleeps. On that premise, the manufacturer can base the hope that, if he does intelligent things with his advertising and his product, he can awaken demand.

Late in 1931, the G. Edwin Smith Shoe Company, owner of The Nisley Company, which operates a chain of fifty-seven women's shoe stores located in fifty-two cities—sole outlets for the products of two factories—did something about awakening—or re-awakening—demand. It reduced prices. But everybody did that as a concession to the times. Consequently, the company formulated two other plans that worked as alarm clocks on consumers.

Along with several other makers of shoes, the company had long used the slogan "Beautiful Shoes," but as Mark Twain remarked about the weather, it never did anything about it. It was decided, therefore, that to dramatize the slogan would give the advertising new appeal with women. Then, to a line which was fundamentally conservative and not in any sense "high style," were added more fadish styles which would appeal to the younger women as well as to the more conservative.

Now the two factories, one with a capacity of 5,000 pairs a day and the other making about 1,800, are running full time. And despite a reduction of 20 per cent in the price level, the dollar volume so far this year has run substantially ahead of the corresponding period in 1931, without the addition of new stores.

"Eight years ago," says F. R. Putnam, advertising manager of The Nisley Company, "the G. Ed-

win Smith Shoe Company decided to establish its own retail outlets. This was rapidly accomplished. The shoes were not what is known in the trade as 'top style.' They were

Small text above shoes: "Nisley Shoes are made in the U.S.A. by the G. Edwin Smith Shoe Company, Inc., New York, N.Y." and "Nisley Shoes are made in the U.S.A. by the G. Edwin Smith Shoe Company, Inc., New York, N.Y."

Text between shoes: "Nisley Shoes are made in the U.S.A. by the G. Edwin Smith Shoe Company, Inc., New York, N.Y."

Text below shoes: "Nisley Shoes are made in the U.S.A. by the G. Edwin Smith Shoe Company, Inc., New York, N.Y."

Text at bottom: "Nisley Shoes are made in the U.S.A. by the G. Edwin Smith Shoe Company, Inc., New York, N.Y."

One of the Advertisements Associating Famous Beauties with Nisley Shoes

shoes which the conservative woman would purchase. The retail setting was designed to enhance the value and acceptance of the product, so far as this could be done, with bronze fronts, mirrored arches, well-finished interiors and the best of taste throughout the stores, particularly in the show windows."

A price reduction—from \$5 to \$4—was instituted the last week in September, 1931. The announcement of this change brought an immediate increase in volume, but the really decisive action came later.

In addition to the style change, already mentioned, and which Mr. Putnam says, "alone was responsible for a considerable rise in the sales volume," there was another

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change in the product which involved the manufacturing process. This permitted the production of a shoe without a stitch in the sole, permitting a lighter, more graceful shoe and one which, while more flexible, has none of the old earmarks of the cheaper shoe.

"Our campaign this spring," said Mr. Putnam, "has, for the first time, dramatized the phrase, 'Beautiful Shoes,' in a manner which would catch the fancy of women of all ages. Every advertisement has featured a beautiful woman of historical fame, our choice being limited to those whose portraits have come down to us in the works of famous artists. In order to transfer and repeat this appeal at the point of sale, we have been careful to feature in our show windows the shoes pictured and described in the advertising, and throughout all advertising effort we have attempted to localize wherever it seemed advisable to do so."

It is one thing to hatch an idea; it is another to execute it appropriately and gracefully. The series of Nisley advertisements which tie up the portraits of famous beauties with "beautiful shoes" have a certain deftness which makes the portraits seem to belong. Beside or beneath each picture is a thumbnail biographical sketch, and quite often the headline and the copy have a felicitous relationship. The flesh-and-blood beauties of old are not just dragged in; they actually impart luster to the product.

"The Purity of White . . . Fashion's Edict for Summer," is the headline beneath a portrait of Mme. de Pompadour. At first glance the headline is scarcely apposite, so we read beside the portrait:

Number Six of a Series  
Nisley Gallery of Beauties  
Mme. de Pompadour  
— 1720 to 1764 —

Her mother said "a king alone is worthy of my daughter." Louis XV became that king. She possessed brilliance, charm, gaiety, delicate features, noble bearing and a ravishing figure. Our headlines refer to her lustrous white costume.

A portrait of Eliza Parke Custis, step granddaughter of President and Mrs. Washington, with a neckerchief or collar of net about her shoulders, seems made to order for the headline. "Airy Beauty in Mesh and Sandal Styles." And the copy goes on—"not only do the airy styles add a new allure to every instep and ankle but you'll love their cool comfort."

The beauty of poetry is called to service in one of the series which has at the top a portrait of Mrs. Sheridan. The headline, skilfully set around "blue is the sweetest color that's worn," reads in its entirety—"Oh, yellow's forsaken and green is forsworn, but blue is the sweetest color that's worn."

"To complete our quotation," the copy reads—"Blue, darkly, deeply, beautifully blue. Southey must have had in mind the precise shade of blue we provide in pumps, straps and ties. And likewise only a Southey could do justice to the graceful lines and beauty of pattern of the shoes themselves. You, however, are the only one who can discover the perfection of their fitting in sizes 2½ to 9, widths AAAA to D."

With prices at a uniformly moderate level and stores bespeaking quality, and with advertising featuring beauty at a romantic pitch, mark-down sales would be a clashing element. That is why an "outlet" store was set up to handle all out-of-style, broken line and factory damaged shoes. This store, established for that sole purpose is the only store in the chain that offers shoes at sale prices.

"This store—an exceptional merchandising action—was established in February of last year," says Mr. Putnam, "and it has accomplished everything we set out to do."

### Egner Heads Falcon Press

Frank L. Egner, for fourteen years head of the advertising and sales department of the McGraw-Hill Book Company, Inc., has been made president of the Falcon Press, Inc., a new organization formed to publish religious books and books in other specialized fields. Offices of the new concern are at 1451 Broadway, New York. Mr. Egner will also become managing director of the Lutheran Book-of-the-Month Club.

# Two More Slogans Questioned

FEDERAL MILL, INC.  
LOCKPORT, N. Y.

*Editor of PRINTERS' INK:*

We will appreciate your advising, in connection with your slogan service, whether the following has been used, according to your records:

"Good Flours Make Good Cooks Better"

Also, whether the following has been used:

"Good Flours Make Good Bakers Better"

Your service in connection with this matter will be very much appreciated.

C. F. LINGHAM,  
*Treasurer.*

SINCE publishing (May 12, 1932) a letter from Jas. W. Critchfield, vice-president and director of sales of Clark Brothers Chewing Gum Company asking for verification of the slogan, "For Your Stomach's Sake" we found that it is being used. The Eatonic Remedy Company, Chicago, has featured the slogan for at least eight years.

The two slogans referred to in Mr. Lingham's letter have not been registered. If any reader recognizes these phrases details about their use will be appreciated.

Twenty-five additional slogans have recently been added to the PRINTERS' INK Clearing House of Advertised Phrases. They are listed following together with the names of advertisers featuring them.—  
[Ed. PRINTERS' INK.]

America's Scientifically Correct Cleaning Process. Miraclean Institute of the U. S. & Canada, Akron, Ohio.

Beauty Is Only Skin Deep—Luminiere Controls the Skin. En-Ve', Inc., Detroit, Mich.

Blessing in Disguise, A. Tastyeast, Inc., Trenton, N. J.

Clean as a Breath of Spring. Miraclean Institute of the U. S. & Canada, Akron, Ohio.

Cream of Them All, The. El Penn Motor Oil Co., Columbus, Ohio.

Depression Spells Opportunity for the Real Investor. Sloat & Scanlon, New York.

Easiest Way Out, The. (Automatic treadle operated exit door). National Pneumatic Company, New York.

Eternal Cleanliness Is the Price of Beauty. (Beauty and Toilet Requisites). The Golden Company, New York.

Fastener to Fit Every Need, A. The G. E. Prentice Mfg. Co., New Britain, Conn.

For Your Stomach's Sake. Eatonic Remedy Co., Chicago.

Good Broom Sweeps Cleaner and Lasts

Longer, A. American Broom & Brush Company, Amsterdam, N. Y.

Heel That Won't Peel, The. Fred W. Mears Heel Co., Inc., Auburn, Me.

If It's Cities Service, It Has to Be Good. Cities Service Co., New York.

Iowa Tablet House, The. CaPhenin Chemical Co., Waverly, Iowa.

Keeps Clothes Clean Longer. Miraclean Institute of the U. S. & Canada, Akron, Ohio.

Lifetime Office Equipment. The Shaw-Walker Co., Muskegon, Mich.

Mends Everything But a Broken Heart. The Fix-All Liquid Cement Co., New York.

Multiple Mixed. (Beauty and Toilet Requisites). The Golden Co., New York.

Precious Little Aids to Beauty. Star-Rite Hair Pin Co., Shelbyville, Ill.

"Royal Blue" Broom Adds Life to the Rug in Your Room, A. American Broom & Brush Co., Amsterdam, N. Y.

Shop With People of Taste. B. Altman & Co., New York.

Silent as the Rays of the Sun. Silent Glow Oil Burner Corporation, Hartford, Conn.

Silent as the Sun. Silent Glow Oil Burner Corporation, Hartford, Conn.

There's Longer Wear in Every Pair. (Hosiery). Largman, Gray Co., New York.

They Win Your Feet. United Shoe Mfg. Co., St. Louis, Mo.

You Can't Wear Out Their Looks. J. P. Smith Shoe Co., Chicago.

## Texas Oil Group to Be Publisher

The Texas Independent is the name of the official organ to be issued monthly by the Independent Petroleum Association of Texas, Fort Worth, Texas. Claude C. Wild, executive vice-president of the association is editor. M. C. Lavy is advertising manager.

## To Manage Dague Poster Company

Ralph Dague is now manager of the Dague Poster Advertising Company, Minonk, Ill., succeeding H. H. Dague. The company is now owned by J. R. Dague, who has purchased the interest formerly held by H. H. Dague.

## Appoints Guenther-Bradford

The Numismatic Company, Fort Worth, Texas, has appointed the Chicago office of Guenther-Bradford & Company to direct its advertising account. Newspaper, magazine and radio advertising will be used.

## Joins Toronto "Mail & Empire"

Cyril L. Capreol, who has been legal advertising representative of the Toronto Globe for the last few years, has joined the advertising staff of the Toronto Mail & Empire.

# “Getting the Money” by Mail

With Five Rules for Dodging “Dead Beats” and Suggested Collection Letters National Lead Helps Painters Get the Cash

THE National Lead Company impresses upon the minds of contracting painters that certain steps in the process of collecting the money for finished jobs must be taken *beforehand*, or while the work is in progress. An entire chapter in its vest-pocket booklet—“A Painter and His Profits”—is devoted to “Getting the Money.”

Three rules cover the foresighted preparation for swift collection and the dodging of “dead beats”:

1—Solicit or accept work only from property-owners who have a good credit standing.

2—Use a signed, itemized contract, which clearly states terms of payment, before starting work.

3—Point out to the customer as the work goes along, that the job is being done in such a fashion as to give him full value for his money.

A fourth rule which takes effect after the job is finished is: Hand the customer, in person, if possible, the bill for the work the day the men finish the job. Painters are told to “collect while the paint is wet,” and it is pointed out that “it’s simply human nature to dislike to pay for something that doesn’t appear to be quite as good as new.”

If the money is not forthcoming promptly, rule five comes into play: follow up slow-payers by calls and also with well-written collection letters.

When it comes to collection letters, the painter—like the local dealer—is handicapped somewhat by the fact that his business brings him into rather close personal contact with his clientele and their families. The type of dunning letters used by large corporations would not do at all. With this in mind, the National Lead Company had its credit department draw up a number of letters from which selections were made and edited for presentation in two series—one of four, the other of three letters.

Typical of these is the first letter in the first series:

Dear Sir:

One month ago we sent you a bill for \$225 for painting your house, the work having been completed prior to that date. Apparently the bill has been mislaid or overlooked.

We do not like to seem to be pressing you for payment but in the painting business it is necessary to collect all accounts promptly. As you know, on every painting job we have to pay out a large sum for labor and, unless all bills are paid when due, we run the risk of not being able to meet our weekly payroll.

It would be of great assistance to us if you can see your way clear to send us a check for the amount of the bill during the present week.

Very truly yours,

Letter two of this series is to be mailed two weeks later. Like the first, it puts the proposition up to the debtor in the highly personal light of the bad effect of non-payment on the business of the creditor. “We have our men to pay every week,” it pointedly reminds the home owner, “and also must meet our obligations for materials,” or our credit standing is affected. The closing paragraph politely but firmly requests payment, thus: “We would appreciate it very much if you could arrange to send us a check in full at this time.”

The third letter is a bit more insistent, and although it is not harsh, its tone suggests growing impatience:

Dear Sir:

Two months ago I mailed you a bill for Two Hundred Twenty-five Dollars covering the painting of your house and your garage. This bill became due and I should have been paid on (date) and I wrote at that time asking you to help me meet my obligations by you meeting yours. It is possible that you failed to receive the bill and also the letter, so I am once more bringing the account to your attention.

I don’t want to lose your good-will and I feel sure you don’t want to give me the impression that you are unwilling to pay a just debt. But I cannot possibly continue to stay in business without money to work on, and the sooner I get your check for Two Hundred Twenty-five Dollars, the sooner I can clear some of my obligations.

Please make it a point to pay this bill today.

Yours very truly,

The fourth letter—to be used

## GOOD COPY

It is built on be-  
lief and faith.

It is more effec-  
tive when it is  
printed in a pub-  
lication which  
radiates courage.



**HAWLEY  
ADVERTISING  
COMPANY  
Inc.**

**95 Madison Ave.  
New York City**

only as a last resort—is short and sharp. It is inclined to threaten, while disclaiming any such intention—in this wise: "In all my years of contracting in this community I have seldom had to send so-called 'threatening' letters to my customers and only have done so as a last resort." It closes with the ultimatum, "Unless you can find some means of paying this bill by (date), I will have to turn it over to the collection agency."

Particularly appropriate for the contractor or dealer with a small-town or neighborhood clientele are the letters in the second series. While they do not forget the job of collecting, they strike a friendlier note. The first letter appeals directly to the pride of homeownership, thus:

Dear Sir:

Your residence looks a lot better than it looked a month ago. The reason—because it has been well painted; if I do say so.

This and other recent jobs have absorbed most of my limited capital for labor and materials. More jobs now in sight need more labor and more materials—which call for more money.

Will you please send me the \$225—I believe you will agree that it was well spent. You know that I shall appreciate it.

Yours very truly,

The second letter is also written largely from the viewpoint of the man who is enjoying the benefits of the painting job. Even the third, and "last resort" letter of this series is rather considerate in its insistence, saying "I am sure you do not want me to turn to other collection methods and I do not want to, except as a last resort. Will you therefore please send me your check immediately?"

Of collection letters in general, the booklet says: "Certain letters cause the hair on the back of the neck to rise up in fighting position. Others are weak-kneed and apologetic. Still others have no particular appeal. Then, rarely, there arrives a letter which has some personal warmth in it, an appeal to better nature and a polite request for payment. This last kind of letter is a more successful money-getter than the others because it is human and is the best

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substitute for a personal call by the sender."

The National Lead Company, of course, has a selfish interest in showing painters how to collect, just as it has in showing them how to sell paint jobs. For the better business man a painter is, the better credit risk he becomes. And the same logic applies to almost any manufacturer-dealer or contractor hook-up.

### Appoints Clements Agency

The advertising of the Horn & Hardart Baking Company, Philadelphia, restaurant proprietor, the Horn & Hardart Retail Shops, Philadelphia and New York, retail baked goods, and the Horn & Hardart Company of New York, auto-mat-cafeterias, is now being directed by The Clements Company, Philadelphia.

This agency is also directing the advertising of F. G. Vogt & Sons, Inc., skinless frankfurters and pork products, and Esslinger's Inc., cereal beverages, both of Philadelphia.

### J. I. Gaffney with Acqua Studios

John I. Gaffney, until recently New York and Eastern manager of the Periodical Publishing Company, Grand Rapids, Mich., has joined the Acqua Studios, Inc., New York, commercial photographer, as secretary. He has also been with the *Boot and Shoe Recorder* and *Iron Age*.

### Appoints Gotham

The Eastman Kodak Company, Rochester, N. Y., has appointed the Gotham Advertising Company, New York, to handle certain of its Latin American and other miscellaneous overseas advertising. This appointment does not affect that part of the Eastman advertising now being placed by the Argentine and Brazilian offices of the J. Walter Thompson Company.

### Death of June Dunham

Miss June Dunham, formerly Western manager of Tower Magazines, Inc., died recently in Iowa. She was at one time associated with the Celluloid Corporation and was also formerly with Young & Rubicam, Inc., and with George Batten Company.

### Illinois Outdoor Group to Meet

The annual meeting of the Outdoor Advertising Association of Illinois will be held at Peoria, Ill., July 11 and 12.

### Joins Toronto Printer

C. F. Thompson, formerly with the *Toronto Globe*, has joined the firm of C. H. J. Thompson, printer of that city.

# "PUNCH'S" PRESTIGE

PRESTIGE is a common word in advertising currency, but it stands for something hard to win and jealously to be guarded in business practice.

The dictionary defines it as "influence arising from reputation." It is another name for the goodwill of the Advertiser who has built his product into the consciousness of the buying public. Indiscriminate weight of advertising alone cannot confer it. It develops slowly but certainly around the advertising which pursues a clear unswerving policy, which aims at the intelligent part of a widespread community, and which is found in company the world has learned to respect. In fulfilling the two last-named conditions "PUNCH" is of paramount importance to the Advertiser who is building up prestige. Firstly, because "PUNCH" circulates primarily amongst that section of the public that moulds the buying habits of the rest. Secondly, because throughout the English-speaking world "PUNCH" is believed in with a long-established faith that extends to everything between its famous covers. Directly the advertising of your merchandise appears in "PUNCH," that merchandise begins to gather to itself prestige, to earn goodwill and confidence that are the finest of all bulwarks against trade vicissitude, and the greatest of all forces for trade expansion. Can you afford NOT to use the tremendous and growing power of "PUNCH"?

MARION JEAN LYON

Advertisements Manager, "PUNCH"  
10 BOUVERIE ST., LONDON, E.C.4  
ENGLAND



## Doc Kirsch Prescribes

THE business executive with a sense of humor can find many things to have a little fun about even in these times. Some companies are trying to inject humor into their advertising on the theory that both the trade and the public will enjoy a bit of sugar sprinkled on the request for an order.

The Kirsch Company is one of these. It recently mailed, to 30,000 dealers, an unconventional folder which told about the "Kirsch Depression Cure." (Reproduced here.)

A letter on the first page, signed by president Kirsch, explained that here was another remedy for our ills. After the first few paragraphs, though, Mr. Kirsch stopped kidding and said: "But, perhaps the most efficient cure would be for dealers as well as manufacturers to carry sufficient stocks of the various lines which they sell.

"We are trying to do our part to break the depression by maintaining normal stocks of raw materials, semi-finished products, and finished merchandise, as well as by employing all the help possible, keeping our salesmen on the road, maintaining our advertising volume, and

also by 'carrying on' as usual.

"You can't sell merchandise unless you have merchandise to sell, so won't you please check your

### A Depression Cure

LET everyone cry calamity, peddle pessimism, scatter sorrow, dispense disaster, gabble gloom, wail woefully, and sing the blues. Do this consistently, continuously and everlastingly, beginning at the breakfast table and with this good start continue unremittingly throughout the day in your contact with acquaintances, friends, relatives and enemies. Conferences and meetings are especially good places to spill sadness with the greatest possible damage.

It will nurture your feeling of despair if you will quote figures on failures, bankruptcies, omitted dividends, losses — both business and personal, anticipated losses and the general imaginary blackness of the situation.

Don't forget to point out how Congress, taxes, the financial situation and Europe are plunging this country into ruin.

After you have become a full fledged crape hanger, you will either —

1. Realize the absurdity of this
2. Jump off the dock
3. Be put out of your misery
4. Quit worrying
5. Conclude that it is foolish
- or
6. Reform and become a constructive optimist.

The advantage of this remedy is that regardless of what happens you will be better off after having taken "the cure".

"Doc" C. W. KIRSCH, D.W., P.S.B., R.A.\*

\*Disclaimer of advertisement furnished on request.

stock of Kirsch Drapery Hardware to see if it is not possible for you to send us an order for immediate or early shipment?"

Dealers liked this mailing piece. It often pays not to take your troubles too seriously.

### Wins Lantern Club's Golf Tournament

D. V. O'Connell, of the O'Connell Advertising Agency, won low gross honors at the first summer golf tournament of the Lantern Club of Boston, an association of magazine representatives, held recently at the Pine Brook Valley Golf Club, Weston, Mass. R. D. Northrup, of the R. D. Northrup Advertising Agency, was winner of the low net honors. Low net for the Lantern Club cup was made by James Meehan, of Condé Nast.

Winners of the first, second and third flights, respectively, were: William McDonald, *Time*; William Davenport, Condé Nast Publications, and Harry H. Caswell, of W. F. Young, Inc.

### Wins San Francisco Advertising Golf Honors

Frederick Keast was the winner of the first flight, as well as the low net, of the fourth monthly tournament of the San Francisco Advertising Golf Association, held at Lakeside recently. E. B. Skinner was runner-up in the first flight.

Winners and runners-up, respectively, in the remaining flights were: Second, W. Hubbard Keenan, J. D. Chappelle; third, O. W. Irwin, A. D. Strecher; fourth, Joe Dober, H. Fonticello; fifth, Fred Weeks, Stuart Elliott; sixth, Fred Stevens, C. M. Seymour; seventh, Robert P. Davis, Douglas Miller; eighth, Daniel V. Huguenin, Joe Gregg, and ninth, Ted Garrett.



# Forty Purchasing Agents Dissect the Salesman

Results of a Survey Indicate That Almost Two-Thirds of All Sales Effort Has Very Little Effect on Buyers

By Lee J. Bussmann

Purchasing Agent, Bussmann Mfg. Company

[EDITORIAL NOTE: About every two months the Sales Managers Bureau and the Purchasing Agents Association of St. Louis sponsor meetings which are attended by five members of each association. There they discuss selling and purchasing problems.

At one of these meetings it was suggested that members of the Purchasing Agents Association be questioned on "What's Wrong with the Average Salesman?" A composite of the opinions received was made the basis of a talk which Mr. Bussmann delivered at a recent meeting of the St. Louis Sales Managers Bureau.

Mr. Bussmann emphasized the fact that, in sounding this opinion, neither he nor his fellow purchasing agents were going out of their way to criticize the work of sales managers and salesmen. It is realized that the good, bad and indifferent are to be found in the ranks of purchasing agents just as they are to be found among salesmen.]

UNQUESTIONABLY there has been much advancement in the work of purchasing and purchasing agents. This calls for much improvement in the type of salesmen who are supposed to be able to inform, service and sell these buyers. The question is: "Does the average salesman meet those demands—or to what extent is he effective?"

We tried to find that answer and suggested that the purchasing agents give their opinion based on their interviews with salesmen day after day. Of course, it is difficult to set up standards of comparison on a question like that, because one salesman might be entirely satisfactory to one purchaser and still be considered not at

all effective with another buyer.

However it is interesting to note that percentages averaged up indicate that purchasing agents believe that only one salesman out of three is "a salesman" in the full sense of the word, and as effective as he might be. They rate another one-third as mediocre, and insist that the other one out of three salesmen or salesmen's calls are of no effect or value whatsoever.

Just consider what that means. Almost two-thirds of the sales effort has very little effect; in fact a large part of that number has a detrimental result. The figure given on the "good" salesmen, that is one out of three, is a generous average if we are to believe the answers to that questionnaire, because a number of the better known purchasers give the figure as low as 10, 15 and 20 per cent.

What's wrong with the others? What are the criticisms and repeated complaints against the salesmen who are not effective? We'll try to set down some points as follows:

1. Badly selected men for sales work—totally unfit for very obvious reasons.
2. Untrained salesmen—very little or no knowledge of selling methods.
3. The weak "just dropped in," "anything new," apologetic type of order taker.
4. Salesmen who call too often with nothing definite in mind—no objective.
5. Salesmen who like to talk about everything but business.
6. Salesmen who because of these and many other reasons take entirely too much time and have no respect for the time of the purchasing agent or other salesmen.
7. The "personality" or "good fellow" type.

8. The "high-pressure" type, who makes a lot of general statements and claims, and does not bother to try to prove them, apparently feeling that you should take his word for it.

9. The salesman who knows too little or nothing of his line.

10. The salesman who knows little or nothing of his prospects' uses or needs.

11. The salesman who has too much confidence in himself and his personal acquaintance with you, and therefore gives a few general facts, but doesn't go to work seriously.

12. The man who wants an edge—or wants to know what his competitors are quoting.

13. The salesman who knows the boss or spends most of his time trying to sell nearly everybody but the purchasing agent.

That makes up the thirteen general types which we have tabulated, and some say that thirteen is bad luck. In the business of selling it most assuredly will be bad luck for you and your sales volume if you have many salesmen who very decidedly fall into these negative groups.

\* \* \*

The answer to "what type of salesman is most effective?" lies in eliminating objectionable sales methods and the objectionable type of salesman. Better selection and training will help a lot and I quote some concise suggestions as turned in by purchasing agents:

"The salesman who is truthful, competent, direct, courteous, considerate, talks business and knows when to stop will get along the best."

"We want salesmen who know their products, the policy of their house and something of our needs, for they should be as much interested in our making a good purchase as we are."

"A salesman is one who can present a new idea, keep you honestly informed as to market conditions, help out on special or unusual problems, and see to it that instructions are carried out."

"If a properly trained man will strive to show his customer meth-

ods of reducing costs, improving quality and increasing efficiency, then his interviews are bound to be more effective and to show results in his sales."

Let me close with these notes on salesmen and salesmen's calls:

Sales managers and business executives directly interested in their firm's sales should pay more attention to their salesmen and their calls.

They should do something to eliminate the dull, haphazard, thoughtless and only partially effective call, which makes up an estimated 75 per cent of all salesmen's calls.

The salesman in many cases knows little or nothing of the requirements or buying habits of the firm on which he is calling, consequently he wastes a lot of his own time—as well as the time of the purchasing agent.

If the average salesman would do some thinking before making the call and then intelligently go to work during the interview, he could eliminate most of the unsatisfactory, annoying and non-productive calls. That would give him more time to concentrate on his better prospects and would permit the purchasing agent to give much more time to the thoughtful salesman who really has a message and knows not only his line, but also what it means to the firm he is trying to sell.

### Thymolac to Hampton, Weeks & Marston

The Thymolac Company, Buffalo, N. Y., has appointed Hampton, Weeks & Marston, Inc., New York, to direct its advertising account. Newspapers in New York will be used to carry an initial campaign on Thymolac, which it is planned to expand to cover the principal cities of New York State.

### Appoints Winningham

The Detroit Seamless Steel Tube Company, Detroit, has appointed C. C. Winningham, Inc., of that city, to direct its advertising account. Business papers and direct mail are being used to feature the company's line of seamless steel tubing and its line of Detrolined Bushing Stock.

St. John's College, Brooklyn, N. Y., has appointed the Bedford Advertising Agency, of that city, as advertising counsel.

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# This puts the **SKY** to work for **YOU**

**"AIRSHIP DISPLAY"—newest and most spectacular  
outdoor advertising medium — provides day and  
night coverage of America's largest buying centers**

Everybody looks up when an air-  
ship soars overhead. Everybody  
will see your advertising if you  
use "Airship Display."

You can put your name, your  
slogan, your selling message in  
the air — emblazoned in 6-foot  
neon letters at night — displayed  
in 8-foot letters on sky banners  
by day.

You can cover forty million  
people in five of America's lar-  
gest buying centers — in all five  
centers at once or in one local-  
ity at a time.

You can cover local celebrations,  
fairs, conventions, races, sport  
events — or you can put extra  
"push" in selling drives. You  
can buy display by the hour, the  
day, the week, or in periodic  
cycles.

Five Goodyear airships are avail-  
able in five market centers. Pas-  
senger flights as contest prizes or  
dealer rewards, and other special  
features add to the interest.  
Write to Goodyear, Akron, O.,  
or Los Angeles, Calif., for prices  
and full particulars.

## "AIRSHIP DISPLAY"

## Chain-Store Sales for May

Company	May 1932 \$	May 1931 \$	% Chge.	5 Months 1932 \$	5 Months 1931 \$	% Chge.
Gt. At. & Pac. ....	72,432,886	81,053,595	-10.6	372,541,217	432,078,322	-13.7
*Sears, Roebuck (a) ..	23,333,220	30,408,560	-23.3	102,134,920	129,154,494	-20.9
F. W. Woolworth ..	20,529,369	24,115,130	-14.8	99,324,996	108,295,748	-8.2
Kroger G. & B. (b) ..	18,286,184	20,487,199	-10.7	86,187,353	100,398,501	-14.1
Safeway Stores Inc. ..	18,199,105			91,876,705		
*Montgomery Ward ..	14,172,158	18,547,245	-23.6	68,386,110	88,572,030	-22.8
J. C. Penney Co. ....	12,648,213	15,450,966	-18.1	57,248,559	62,527,910	-8.4
S. S. Kresge Co. ....	10,058,926	12,122,843	-17.0	48,705,153	55,343,004	-11.9
American Stores (c) ..	9,463,180	10,389,683	-8.9	49,789,457	58,551,595	-14.9
First National (d) ..	8,158,748	8,426,914	-3.1	41,376,717	43,406,313	-4.6
W. T. Grant Co. ....	6,095,639	6,606,131	-7.7	26,991,257	26,798,796	+0.7
National Tea (e) ....	5,182,780	6,028,672	-14.0	26,930,595	30,886,737	-12.8
S. H. Kress Co. ....	5,125,610	5,468,867	-6.3	24,299,143	25,376,396	-4.2
Walgreen Co. ....	3,703,388	4,658,443	-20.5	19,656,291	22,420,731	-12.3
McCrozy Stores ....	3,154,647	3,411,711	-7.5	16,078,794	16,344,880	-1.6
J. J. Newberry Co. ....	2,684,116	2,414,357	+11.2	11,696,253	10,267,032	+13.9
H. C. Bohack (f) ....	2,526,325	2,592,672	-2.5	13,665,924	14,217,892	-3.8
Grand-Union (g) ....	2,361,510	2,686,572	-12.1	12,285,593	13,943,627	-11.8
Consolidated Retail ..	1,322,240	1,748,519	-24.3	6,461,063	8,497,331	-23.9
Melville Shoe ....	2,093,451	2,797,666	-25.1	8,901,537	11,025,860	-19.2
Daniel Reeves ....	2,027,385	2,407,654	-15.8	12,271,573	14,442,026	-15.0
Lerner Stores ....	1,952,768	2,410,232	-19.0	8,888,045	10,174,007	-12.6
Interstate Dept. ....	1,748,438	1,980,447	-11.7	7,175,222	8,432,835	-14.9
Dominion Stores (h) ..	1,746,254	2,022,399	-13.6	9,915,043	10,811,815	-8.1
G. C. Murphy ....	1,543,436	1,549,487	-0.3	6,794,266	6,892,439	-1.4
McLellan Stores ....	1,489,468	1,859,220	-19.9	7,292,863	7,666,629	-4.8
Neisner Bros. ....	1,371,506	1,371,288	+0.01	5,490,514	5,905,595	-7.0
Peoples Drug Stores ..	1,317,701	1,463,119	-9.9	6,904,110	7,189,578	-3.9
Waldorf System ....	1,256,288	1,337,243	-6.0	6,167,477	6,553,073	-5.9
Lane Bryant, Inc. ....	1,089,288	1,415,028	-23.0	5,374,704	7,248,979	-25.9
Western Auto S'ply ..	982,848	1,190,943	-17.4	3,644,764	4,506,713	-19.1
Schiff Co. ....	875,695	896,634	-2.3	3,439,498	3,893,484	-11.6
Jewel Tea (i) ....	857,902	1,094,448	-21.6	4,431,496	5,448,937	-18.6
Bickford's ....	590,197	671,367	-12.0	3,057,140	3,320,487	-7.9
Kline Bros. ....	578,011	502,723	+15.0	2,451,263	1,896,830	+29.2
Winn & Lovett ....	393,299	460,705	-14.6	2,169,794	2,251,838	-3.6
Sally Frocks, Inc. ....	367,269	416,748	-11.8	1,678,422	1,987,374	-15.5
Exchange Buffet ....	363,595	450,799	-19.3	1,974,429	2,403,876	-17.8
M. H. Fishman ..	233,551	227,326	+2.7	850,335	786,228	+8.1

\*Includes both chain and mail-order sales.

- (a)—4 wks. and 20 wks. ended May 21. (e)—4 wks. and 20 wks. ended May 21.  
 (b)—4 wks. ended May 21 and 20 wks. (f)—4 wks. ended May 28 and 21 wks.  
 to May 21. to May 28.  
 (c)—4 wks. ended May 28. (g)—4 wks. ended May 28 and 21 wks.  
 (d)—4 wks. ended May 28 and period to May 28. (h)—4 wks. and 22 wks. ended May 28.  
 (i)—4 wks. ended May 21 and 20 wks. to May 21.

May sales of the Great Atlantic & Pacific Tea Company, expressed in tons, were estimated as 437,687 this year, compared with 443,449 in May, 1931. This is a decrease in quantity of merchandise sold of 5,762 or 1.3 per cent. Average weekly sales in May were \$18,108,222, compared with \$20,263,399 in 1931, a decrease of \$2,155,177. Average weekly tonnage sales were 109,422, compared with 110,862 in May, 1931, a decrease of 1,440.

Report of National Tea contains the following: "From a careful analysis by the Board it develops that approximately ninety low volume unprofitable stores have been eliminated in the last twelve months, which together with the decline in commodity prices has accounted for the reduced dollar sales of the company."

## NUMBER OF STORES IN OPERATION

	END OF MAY			END OF MAY	
	1932	1931		1932	1931
Kroger Grocery .....	4,839	5,003	McLellan .....	274	277
Safeway Stores .....	3,491	2,634	S. H. Kress .....	227	216
S. S. Kresge .....	715	690	G. C. Murphy .....	173	168
Melville Shoe .....	474	478	Peoples Drug .....	120	121
Walgreen .....	465	446	Neisner .....	80	77
W. T. Grant .....	417	367	Exchange Buffet .....	35	35
Jewel Tea .....	1337 routes	1306 routes			

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# Culled from Convention Speeches

Some of the Multitude of Ideas Set Forth in More Than 175 A. F. A. Addresses

**Burt Vaughn Flannery, Vice-President in Charge of Design, Young & Rubicam, Inc.:**

There is no particular color that is more effective than another. It is the use of a color and its suitability to a particular job that counts. . . .

While every agency would like a stunt shape in newspaper layout, if publishers opened their pages and carried an abundance of stunt shapes, an advertising agent would be the first to object to the very thing for which he asked. (*Newspaper Advertising Executives Assn.*)

**Leslie G. Smith, Standard Oil Co. of Ohio:**

Several things make it difficult for the local radio advertiser. He is pretty apt to feel that he is an average fellow, that he knows what he personally likes and that what he likes will surely suit his customers. How wrong he is! In the first place, he is not an average fellow. If he were he would not be running a business big enough to support a radio program. In the second place, he does not know what he likes. And in the third place, even if he does really know what he likes, the chances are very much against his choice of program pleasing any large portion of his customers. (*National Association of Broadcasters.*)

**John Fahy, Publisher, Worcester, Mass., Post:**

When the advertiser encourages the idea that he wants the publisher to get all the circulation he can lay his hands on, no matter where it is or what kind of circulation it is, and he will willingly pay steadily for it, irrespective of its power to produce results, he extends to most publishers a direct invitation to exploitation. (*Sales Promotion and Merchandise Managers Divisions, National Retail Dry Goods Association.*)

**Walter L. Bomer, Vice-President, Bristol-Myers Co.:**

All of us have noted with alarm the tendency of foreign countries to censor our advertising. There are cases where it is necessary for us to submit our advertising for the approval of the governmental authorities before it can publicly appear.

The unfortunate part of the whole matter is that we have only ourselves to blame for this condition. If, on account of exaggerated claims, this movement gains further strength, it will be a boomerang to American advertising.

We have but to keep our advertising honest and credible and there will be no need for governmental censorship. Let us not continue to offend in those countries where no such censorship exists today. Contrariwise, let it influence us to see that the need for censorship should never arise. (*Export Managers Club Conference.*)

**Francis H. Sisson, Vice-President, Guaranty Trust Company of New York:**

It is true, no doubt, that severe depression reduces the assets of some business concerns to a point where retrenchment becomes absolutely necessary. But if advertising really performs the function that most business men profess to believe, it should be among the last items in the budget to be slashed, not among the first. (*Newspaper Advertising Executives Assn.*)

**C. A. Tattersal, Vice-President, Buffalo Niagara & Eastern Power Corp.:**

The Niagara Hudson System launched a State-wide industrial development activity before it was a year old. When it undertook the work, Niagara Hudson was merely a name appearing in the listings on the financial pages of the newspapers. Since that time its iden-

tity has become pretty well established not only in New York State but the nation. (*Public Utilities Advertising Association.*)

**H. Ledyard Towle, Campbell-Ewald Co.:**

It is sometimes hard, when in conference where ideas and clients' "Musts" are flying back and forth across the table, to keep the requisites of a good poster constantly in mind—but it must be done, or the advertising message will be weak and uncertain. (*Outdoor Advertising session.*)

**Benjamin H. Namm, President, The Namm Store, Brooklyn, N. Y.:**

Predatory practices in selling could hardly exist without being given expression to. Advertising, time and again, has been used as the voice of destructive competition. . . . If we eliminate predatory practices in advertising it is reasonably sure that we will also eliminate predatory practices in selling. (*Better Business Bureau Conference.*)

**Joseph H. Appel, John Wanamaker, New York:**

The issue is clear-cut; advertising must regulate itself in performance, or an outside agency will assume control. As individualists we clamor for our rights, but we evade our responsibilities. (*Better Business Bureau Conference.*)

**P. F. O'Keefe, Advertising Agency Executive, Defines an Advertising Clinic:**

A gathering of advertising technicians before which a client's experience is examined and commented on for the benefit of those who are spectators as well as for the clients themselves. (*Retail Clinic.*)

**T. J. Lyons, Executive Vice-President, Monumental Radio Co., Baltimore:**

When you sell me two tubes of shaving cream for the price of one tube, I do not use twice as much. You simply put me out of the market twice as long, and you don't make a profit when you do it. (*Radio Broadcasters Group.*)

**Amelia Earhart, Transatlantic Flyer and Honor Guest at Opening Session of Convention:**

Let me tell an advertising story. Following the end of my flight in Ireland, I got many cablegrams. One was from a clothes cleaner in New York to whom for a long time I had sent my clothes. He cabled: "I never lost a customer yet."

**Paul H. Nystrom, Professor of Marketing, Columbia University:**

Department stores, on the average, must make six sales to make five stick. There are, of course, some departments in which out of six sales only four or even three sales stay sold. This is a problem for which there is no remedy excepting through intelligent co-operation rather than blind competition.

The quality in merchandise movement will progress only insofar as the merchandise handled actually satisfies its purchasers. (*Sales Promotion and Merchandise Managers Divisions, National Retail Dry Goods Assn.*)

**John Benson, President, American Association of Advertising Agencies:**

Retailers . . . bring pressure to bear on newspapers for lower rates when they should pay a lot more for their space and use it reliably and intelligently to get results. Rates do not matter nearly so much as what you get for them. (*Better Business Bureau Conference.*)

**R. J. Atkinson, Retail Hardware Dealer:**

We rarely run bargain advertisements for our experience has been that good merchandise is so cheap nowadays that in order to make an attractive bargain price you must cut price below cost or furnish inferior merchandise surrounding it with a false atmosphere of goodness that is apt to be misleading to the buyer and ultimately disrupts his confidence in your establishment. (*Retail Clinic.*)

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## *Away from the Office*

We're not certain about the brand of cigar that is shown in this picture, but recognizing John P. Sweeney, vice-president of Otto Eisenlohr & Bros., cigar manufacturers of Philadelphia, we ought to hit the nail on the head with two guesses—Cinco or Henrietta. Unless of course it should be a Webster, Tom Moore or Mi Favorita.

There is no question in our mind, however, about the book he is reading, especially so since Mr. Sweeney tells us that "no trip down the Chesapeake is complete without PRINTERS' INK." This is a testimonial indeed, because he makes these trips frequently. Like our many readers who have their copies sent to their homes, Mr. Sweeney is making certain that no good idea gets away from him while he is away from the office.



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street  
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,  
A. D. McKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager,  
San Francisco, Los Angeles, Seattle, Portland.

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London: McDonough Russell

NEW YORK, JUNE 23, 1932

## Fishing for Trifles

What kind of co-operation are you going to give us if we use your publication? What are you going to do besides just print the advertisement?

Such questions as these are asked in space buying interviews with an increasing frequency that is perhaps due in part to the economic pressure. The asker is fishing for some kind of free extra—letters to leading prospects, reprint mailings, calls on the trade, or what will you offer?

In some cases, no doubt, this technique is prompted by a sound interest in obtaining added advertising worth. In others it seems to represent merely an effort to secure material for performing job-holding dramatics. Succeeding, the buyer rushes to the client or the boss, crying: "Always getting you extra value for your advertising dollar, I am; look what I got for you this time!"

In any event, this particular brand of "sagacity" usually leads to a buying attitude that is absurd as it is extravagant. The "extra" becomes the big thing. Decisions between competing publications tend to be made principally on the basis of how much can be got for nothing, instead of the relative value of what is really paid for—a responsive audience. The space buying function becomes an auction of trifles.

The buyer of space who deals in terms of "what else do we get?" may be likened to the boy allowed to select his own clothes. He is all eyes for the catcher's mitt that some second-rate store will throw in with the purchase. And he often gets that kind of a suit.

## Too Many Associations

At a recent meeting of the executive committee of the Associated Grocery Manufacturers of America, after careful consideration of present conditions as they affect smaller associations and commodity groups in the field, it was decided to invite several smaller associations to consolidate with the large one.

Paul S. Willis, president of A. G. M. A., in commenting on the move said:

"The cost to companies which belong to several of these smaller associations of attending the annual conventions, each one held in a different section of the country, at a different time, is considerable."

Mr. Willis has brought out into the open for discussion and consideration a matter which is causing concern in many lines.

During the years of rapid expansion and free spending many associations were started which represent subdivisions and small groups of industries and trades. Each group association undoubtedly did good work for its members, but there was bound to be a certain amount of duplication in effort, expense and organization.

In this year of close and careful scrutiny of every expense, duplication and unnecessary expense are decidedly sour words to management.

A single run organization is more effective than a group of also bus efforts.

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## Time a Un Flg

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A single large, capable and well-run organization can often do more effective work for a whole industry than a score or more off-shoots also busily engaged in duplicated efforts.

One solution, tried in other industries, is to consolidate all groups under one management at least for the duration of tight conditions, on the understanding that if and when prosperity returns and it still seems necessary, some of the smaller offshoots can again go their own way.

### Time for a United Fight

John McKinlay, president of Marshall Field & Company, seems

to think it is high time the business men of this country were doing something to induce Government officials "to quit spending our money." The foregoing is placed within quotation marks because it is borrowed from the New York *Evening Post*, which has almost a daily editorial under that heading.

Mr. McKinlay is correct in his view—also in his thought that business interests should address themselves most forcefully to their representatives in Washington and cause others to follow suit.

He sent to PRINTERS' INK a copy of a letter he had just mailed to the wholesale customers of his firm in which he quotes from figures that are sufficient to frighten almost anybody who can read or think.

He has made a tabulation from the Treasury Department's latest report showing that Federal appropriations for 1932 are 63 per cent larger than were the expenditures in 1927—and 1927, that time of happy memory, was a year of profitable business activity.

"We believe everyone should impress upon his Senators and Congressmen the vital necessity for a changed attitude on this fundamental question," he says. "It is our right to do so, and we believe it is the most important single action which any of us can take at this time."

Who can successfully challenge Mr. McKinlay's assertion? If in this country's business there were

anything comparable to the wild-eyed spending that is going on in Washington, business would soon go upon the rocks and then where would the Government get its revenue?

Owners of most businesses have suffered losses during the last two years—some of them staggering losses. Nearly everybody who has a job is now working at a decreased income because his employer is not making enough profit to pay him at the former figure.

Business, thus taking a licking, is altogether within its rights in laying down the law to Congress. For after all, who is making this money that Congress is spending so lavishly?

We are promulgating these sentiments here, not for the mere satisfaction of getting something off our chest. We are presumptuous enough to believe that we may be able to induce other prominent readers of PRINTERS' INK to do what Mr. McKinlay is doing, namely, use their own mailing lists as a means of circulating this demand that governmental expenditures be reduced to something nearer the pattern that business in ordinary self-defense has been forced to adopt.

### Touring— 1932 Style

In his book, "Profits in Advance," Lee H.

Bristol, vice-president, Bristol-Myers Company, says, "I recommend a trip each year for business executives of companies with national distribution, to see the country as a whole. There is where new problems crystallize; there one finds evidence of changes; there is where competitive factors are revealed with greatest clarity."

This should be a pretty warm summer for the swivel-chair executive. Yet a number of companies, with an eye to overhead, are suggesting that their executives spend more time in the office and less time on the road. We sympathize with their wish to save. Many a superfluous trip is taken which could be avoided by use of the telegraph, telephone or mails.

Just the same, budgets should

make sufficient provision for outside contacts. This 1932 touring style should not be too generally applied.

The executive who, in these days of rapid change, tries to create new merchandising and advertising ideas without sufficient regard for the outside viewpoint is likely to find his company left behind in the race for profits. And the way to get the outside viewpoint is to go where it is.

**"Trade Needs Advertising"** "There never was a time when wholesalers and retailers were more in need of the advertising support of manufacturers than today." This sentence from a recent statement by Charles J. Davol, president of the Davol Rubber Company, throws a sharp light on a phase of advertising that many manufacturers seem to want to overlook.

"Like many other companies, we have sought economies," says Mr. Davol. "We accomplished this by hunting down wastes of all kinds in our business. We will not be misled, however, into the false economy of reducing our advertising. Our trade needs our advertising."

Advertising has never been selfish in spreading its benefits. It is just as vital to the wholesaler and retailer as it is to the manufacturer, although the latter may pay the bills. Therefore, a reduced appropriation is felt all along the distribution chain.

Business today needs more Charles J. Davols who have the foresight to see how widespread are the effects of reduced appropriations and the courage to come out squarely on a platform of no retrenchment in the one phase of business activity which, if wisely used, guards against ruinous sales declines.

### **Dormant Demand**

At the annual meeting of the Steel Corporation an executive gave substance to the familiar syllogism that demand grows while it is least in evidence.

When consumers are buying

freely, times are good, but demand is progressively being destroyed. When consumers refrain from buying, the potential demand grows during the period of abstinence, just as our appetite for food grows between meals.

Putting this reasoning into factual form, the steel executive declared that steel in service is rusting almost as rapidly as it is being produced at the mills.

In this striking statement there is all that is needed to refute those who would have us believe—as was attempted in 1929—that the existing situation is likely to become an enduring one. Sooner or later replacement demand will begin to spur operations. But it is a long time between meals.

### **Commander-Larabee Forms New Division**

A new marketing division of the Commander-Larabee Corporation, Minneapolis milling concern, has been formed under the name of Airy Fairy Foods, Inc., with headquarters at Minneapolis. The new organization will market a line of foods under the label, Airy Fairy, Airy Fairy Kwik-Bis-Kit, a prepared biscuit flour, and Airy Fairy cake flour are now being sold and advertised nationally.

Guy A. Thomas is president of the new concern. Shreve Archer, R. W. Goodell and Clarence Hardenbergh are vice-presidents. Other officers are: Martin Luther, general sales manager; George Hardenbergh, advertising director; A. B. Dean, secretary, and P. J. Wedge, treasurer.

### **Form Leon & Held, Inc.**

Leon & Held, Inc., is a new advertising business formed at New York with offices at 1790 Broadway. Principals in the new business are S. Raoul Leon, formerly advertising manager of the Benrus Watch Company, and J. S. Held, formerly with the Curtiss-Wright Airway Corporation.

### **Virginia Press Group to Meet**

The forty-fourth annual convention of the Virginia Press Association will be held at Colonial Beach, Va., July 7, 8 and 9.

### **Squibb Appoints Dorland**

E. R. Squibb & Sons, New York, have appointed Dorland International, Inc., of that city, to direct their advertising in foreign countries.

### **Joins Minneapolis Studio**

Emile Hastings, commercial illustrator, has become associated with the Wentworth Studio, Minneapolis, advertising illustrating.

"N C

# Newell-Emmett Company

*Incorporated*

*Advertising · Merchandising Counsel*

40 EAST 34TH STREET

NEW YORK

This agency believes that the account executive system must not be carried to the extent of closeting an account in the office of one man.

It is part of our policy of thorough, well-rounded service, that each client receives the benefit of group thought.

## CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Company

Loose-Wiles Biscuit Co.

Graybar Electric Company

Assn. of Amer. Soap and Glycerine Producers

Group IV, N. Y. State Savings Banks Assn.

Bell Telephone Securities Co.

The Manhattan Company

Bigelow-Sanford Carpet Co. Inc.

American Tel. & Tel. Co. (Trade Mark Service)

Equitable Life Assurance Society

"NOT HOW MUCH, BUT HOW WELL"

# Advertising Club News

## Chicago Industrial Advertisers Elect W. I. Brockson

W. I. Brockson, of the Steel Sales Corporation, was elected president of the Engineering Advertisers Association of Chicago at its annual election last week. He succeeds H. W. Stoetzel, of the Republic Flow Meters Company.



W. I. Brockson

The new vice-president is Milo E. Smith, of the Chicago Bridge & Iron Works. E. J. Patton, of the Stephens-Adamson Manufacturing Company, was named treasurer. A. DeYoung, of the Whiting Corporation, is secretary.

Elected directors representing active members were: L. McLouth, Sauerman Brothers; Harry L. Delander, Crane Company; and Wilmer T. Cordes, American Steel & Wire Company. George C. Williams, Northwest Engineering Company, and Keith Evans, Joseph T. Ryerson & Sons, were elected directors to fill one-year unexpired terms.

C. L. Haskins, *National Petroleum News*, was elected a director, representing the associate membership.

## Minnie C. Dietz Heads Cleveland Women's Club

Minnie C. Dietz, of the Henry P. Boynton Advertising Agency, has been elected president of the Women's Advertising Club of Cleveland, succeeding Helen Johnson, of J. M. Spurrier. Myrtle Noble, of the Myrtle J. Noble Letter Service, has been made vice-president. Margaret Cox, of the Powers-House Company, and Adelaide D'Vorak, of the Spencer Corset Company, Inc., have been made corresponding secretary and recording secretary, respectively. Katherine Gibbons, of the Russ Manufacturing Company, has been elected treasurer.

Committee chairmen for the coming year are: Entertainment, Eather Riley; Roscoe Osteopathic Clinic; membership, Mazy G. Mullarky, The Champion Rivet Company; personnel, Hilda Hagen, K. L. Smith Company; program, Edith Raye Tolton, McCann-Erickson, Inc.; publicity, Suzanne Walters, *Your Garden and Home*, and editor of "Weathervane," Freda Gonder, Hall Bros. Company.

## Montreal Club Elects Directors

At its recent annual meeting the Advertising Club of Montreal elected the following directors: E. M. Putnam, J. H. Beaulieu, A. B. Jarvis, A. Desrosiers, A. B. Smith, C. V. Curtis, R. O. Wheatley and Leo Cox.

## L. J. Tyler Heads New Haven Club

Leslie J. Tyler, of the New York, New Haven & Hartford Railroad, has been elected president of the New



L. J. Tyler

Haven, Conn., Advertising Club. He succeeds J. H. Adams, of the Williams & Lee Advertising Agency.

Joseph Walker, of the Gamble & Desmond Company, has been elected vice-president; Ray G. Cox, Photo Engraving Co., will be secretary, and Clarence Lippman, of the Arthur M. Rosenberg Company, treasurer.

The board of directors includes: Charles A. Biever, Anthony Fehm, George A. Hayes, K. A. Redfield, Thomas C. Tarrant, Andrew Casolino, and Mr. Adams.

## W. C. Grant Elected by Dallas Club

William C. Grant, advertising manager of the Lone Star Gas Company, has been elected president of the Dallas Advertising League, succeeding Charles Bennett Mills. William H. Stokes has been elected vice-president.

William S. Henson and Pierre A. Fontaine have been re-elected vice-president and secretary-treasurer, respectively. Lorry A. Jacobs continues as editor of the organization's official organ "OK'd Copy." Sig Badt has been made vigilance director.

New directors include Sid Dunker, Morelle K. Radcliffe, Erle M. Racey and Lawrence Melton. Holdover directors are A. A. Weatherford, M. F. Larmer, Earl Y. Bateman and Mr. Mills, *ex officio*.

## L. F. Dittmar Chosen by Bridgeport Club

Lothar F. Dittmar, of the D. M. Reed Company, has been elected president of the Bridgeport, Conn., Advertising Club. George F. Bonnell, of the Standard Print Shop, has been made vice-president. Francis J. Hill, of the Chamber of Commerce, and Miss Florence Wawrzynska, of the American Bank and Trust Company, have been re-elected secretary and treasurer, respectively.

## Heads Portland Women's Club

Mrs. Lora McDonald has been elected president of the Women's Advertising Club of Portland, Oreg.

June 23, 1934

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## Filling Stations Sell Only 8 Per Cent of the Gasoline

According to reports of the Census of Distribution taken in 1930, there are more than 318,000 retailers of gasoline in the United States. Of these only 22,524 or 38.5 per cent, are filling stations while 62,486, or about 20 per cent, are garages and 43,892, or 14 per cent, are car dealers. The balance are retail stores of various kinds which operate gasoline pumps in addition to their principal business, primarily country general stores, grocery stores and restaurants. Most gasoline retailers sell lubricating oils and greases in addition to gasoline and some also sell fuel oil and kerosene. These figures apply to the year 1929. A comprehensive trade study of the petroleum industry, with particular attention to the distribution of gasoline and oil, will be published later in the year as one of the series of trade studies and classified upon the Census of Distribution.

## Wolcott & Holcomb, Inc. Has New York Office

Wolcott & Holcomb, Inc., Boston advertising agency, has established an office in New York, located at 60 East 42nd Street. Fay S. Hubbell, formerly assistant manager of the publicity department of Young & Rubicam, Inc., New York advertising agency, has joined the Wolcott & Holcomb agency, in the New York office.

## J. C. Todd, President, Tacoma Club

J. Corning Todd, of the Todd Advertising Corporation, has been elected president of the Tacoma, Wash., Advertising Club. S. Kent Page, of the Tribune Publishing Company, and Ensley M. Jewell, of the John Dower Lumber Company, have been made first and second vice-presidents, respectively. George L. Foster, of the Standard Oil Company of California, has been elected secretary-treasurer.

Members of the board of directors include: Allen Ferguson, Allstrum Printing Company; E. R. Fetterolf, Tacoma Chamber of Commerce; George B. Hayden, Foster & Kleiser Company; James Knox, Foster & Kleiser Company; Sanford Osmer, Tacoma Drug Company, and Leslie W. Tuttle, Northern Pacific Railway.

## Again Heads Chicago Business Paper Group

D. J. Hansen, of Domestic Engineering, has been re-elected president of the Chicago Business Papers Association. Other officers, all of whom have been re-elected, are: Vice-president, W. R. Swartwout, *Baker's Helper*; secretary, Robert R. Greig, *American Artisan*; treasurer, J. Knight Willy, *Hotel Monthly*, and directors, H. H. Bede, *National Real Estate Journal*; K. L. Rice, *Power Plant Engineering*, and E. M. Murphy, *Black Diamond*.

# Are you interested in cutting postage costs?

19 specific suggestions how to cut postage costs are included in a complete postage analysis just prepared by James Gray, Inc.

We shall be glad to send a complimentary copy to any New York executive, *without obligation*. Please write on your business stationery as only a limited number of copies are available.

**Do you know:** That third class mail can be stripped of its identity . . . That first class envelopes can be changed to penny savers without cost . . . That bills and statements can be mailed for 1c?

**JAMES GRAY, Inc., DIRECT MAIL ADVERTISING**

PENNSYLVANIA 6-0246

240 West 40th Street, N. Y. C.

## The Little Schoolmaster's Classroom

THE Armstrong Cork Company furnishes a good example of how important it is to keep up with consumer buying habits. A few years ago pocketbooks were fatter. Price was not so great a factor as it is today. In these times people know before they enter a store exactly how much they can afford to spend out of the family budget for a particular article.

The Armstrong linoleum pattern book contains reproductions of all designs in their true colors and enables retailers to show customers the complete line. It is not necessary to carry every design in stock since dealers can place orders with their wholesalers direct from the book. The pattern book has always been arranged by style groups.

But this year the company has grouped all patterns according to price range. The company feels that this arrangement will make it a more serviceable aid to the retail store. In working with customers, retailers can now offer conveniently a complete selection of floor covering designs that fall within the purchasing power of each individual.

The Pacific Coast Borax Company in a recent advertisement to grocers does a little direct selling to dealers. "Keep away from this stock!" says Borax to insect pests," is the headline beneath a cartoon of a box of the company's product dressed like a soldier about to bayonet a roach.

The copy says, in part, "Weevils, roaches, flies, ants and other insects that destroy stock are afraid of 20 Mule Team Borax. . . . All you have to do is to sprinkle 20 Mule Team Borax in the back of shelves, in nooks and crannies, around cereals and dried fruits and in spoil bins. . . . And while you are using 20 Mule Team Borax for your own protection you can sell it for your own profit."

It is the last line that carries an idea often overlooked by advertisers in their business-paper messages. Dealers themselves are usually users of the merchandise they sell and satisfied users make good salesmen. Therefore, it is occasionally profitable for the manufacturer to get the dealer to try his product and one good way of doing this is by using business paper space to tell him about it.

Another phase of business-paper advertising that is frequently overlooked is its possible use in getting last-minute fill-in orders. For instance, during the last Christmas season several manufacturers of men's wear advertised to retailers their quick delivery services for those dealers who had underestimated their holiday sales and had ordered too little.

A recent insert by Barber-Colman Company carries on its first page the heading, "Have you waited until the last minute?" and the copy then makes a direct bid for business from the dealer who has let hot weather creep up on him without putting in an adequate supply of fans.

Class member William H. England sends the following example of the kind of research which may do more harm than good.

"I sent a coupon to the Blau Company," he says, "for a trial tube of shaving cream. In due time it arrived. I put it in the medicine cabinet until I had used up the tube of cream I had on hand, the sample being small and not much to work with.

"This week, during my absence, a young man called at the house and interviewed my wife. He had a list of questions which he asked Mrs. England, as follows:

"What rent do you pay? How many rooms have you? What is your husband's business? How many children have you?"

"At or about this point he was

# Plan Ahead

**SOME** 1932 advertising lists are being made up now! One agency says:

"Our most important months for consideration of advertising media are June, July and August.

They are the months when we plan ahead for next year's lists and also modify and reconsider the last quarter of this year's."

"They are the months we go back to our advertisers to step up on the plans they made earlier this year," says another.

New yardsticks of judg-

ment are being used by agency space buyers and advertisers. The summer months are the time when next fall's and even next year's media are being selected.

Publishers should be telling their story now to agency space buyers and advertisers who are searching for most effective ways to reach most logical markets.

Tell your advertising story in the *list making months* of June, July and August, in the

## PRINTERS' INK PUBLICATIONS



**EFFECTIVE  
IMMEDIATELY!**

New, economical  
rates at  
Dallas' Finest . . .  
Most Popular  
Hotel.

**The Adolphus  
HOTEL**

Otto Schubert, Jr. Mgr.  
DALLAS, TEXAS  
Dallas' Finest . . .  
Most Popular Hotel

**Net Paid Circulation  
20,918**

(A.B.C. Dec. 31, 1931)

Advertising Rates: Page,  
\$135; half page, \$67.50; quar-  
ter page, \$33.75; one inch,  
minimum, \$10.50. Classified,  
75 cents a line, minimum  
order, \$3.75.

**PRINTERS' INK**

told that I was an advertising man and asked what was the idea of asking decidedly impertinent questions of an entire stranger just because his firm had sent a little sample tube of shaving cream. His reply was that his company wanted to find out what class of people send for samples."

The Schoolmaster imagines that the young man's report to his company was that the class of people who send for samples are rather grumpy and inclined to shut doors hastily in research men's faces.

For six years the Hutchinson Ice Cream Company, Cedar Rapids, Iowa, a Borden subsidiary, has been advertising its product as a delicious food—as milk in its most attractive form.

Since most of the doctors and dentists were known to be sold on ice cream as a nutritious food, that was left to be done was to sell them on a specific brand. To get them to make a taste test, the company wrote a letter offering a free sample. It was suggested in the letter that it be taken to a Hutchinson dealer who would give, in return, a Foursome Package of Hutchinson's Ice Cream.

One hundred and fifty letters were mailed on April 15. No time limit was placed on the offer.

By May 10, forty-four letters had been turned in by dealers. This was a return of 29½ per cent.

Then the responses were carefully checked against the mailing list and another letter was sent to the wives of all the married doctors and dentists, a total of 100 who hadn't taken advantage of the offer.

Twenty-five wives accepted the company's offer of a free package of ice cream, a 23 per cent response.

Cedar Rapids is a beehive of neighborhood stores, and the wives went to their local dealers for their packages. But nearly 60 per cent of the men redeemed their letters at downtown drug stores and took the packages home.

"It is our belief," writes Louis Bouligny, "that better return would have come in from the

wives if we had put results seen in enough of the firm's business free.

It is curious that groups interested in Congress communications to communicate with Washington association members did which, in

erguson, telephone was all right except that it "Who k their repre

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gives if some selling copy had been put into their letters. The results seem to indicate that it isn't enough, for even an established firm, to simply offer something free."

\* \* \*

It is customary when business groups interest themselves in matters Congressional, for their resolutions to urge members to communicate with their representatives at Washington. This is what the association of National Advertisers did at its recent convention which, in the opinion of Gates Ferguson, of the International Telephone & Telegraph Company has all right as far as it went, except that it did not go far enough. "Who knows," he asks, "who are their representatives are?"

This gives an opportunity to say a word for the sales promotion work of the Postal Telegraph Company. This company gets out a series of booklets to meet the needs of individuals who desire to make their wishes known to their governmental representatives. It

is presumed, your Schoolmaster imagines, that even though a person has in mind writing a letter, reference to one of these booklets will persuade him to send his message to his representative by telegram.

\* \* \*

The Geo. Worthington Co., wholesale hardware, and in existence since 1829, is running a series of advertisements in the hardware business papers that is liberally sprinkled with that rare but extremely valuable commodity—common sense.

Not long ago, this wholesaler sent a letter to a group of prominent hardware retailers and asked them to state frankly what evils of hardware distribution could be laid at the door of the jobber. Interestingly enough, from the standpoint of the national advertiser, one of the most vociferous complaints had to do with the practice, followed by many hardware jobbers, of substituting unknown brands when the merchant requested such well-known brands

# WANTED-

## *unusual assistant*

—must have had direct-to-consumer sales experience, preferably with Real Silk or Fuller Brush—or similar specialty products.

College education—Christian—Must know how to buy, and use intelligently and profitably various Advertising media, including—publication, outdoor, direct-mail, and dealer sales helps. Must know how to plan advertising campaign and its expenditures for the most profitable return to the advertiser.

Must be able to write effective publicity and concise, comprehensive reports.

Must know and understand that modern merchandising really uses advertising as a tool of selling—and must know that the "gold rush" days of advertising are over, and that today is the day of tested and proven advertising.

To the man who is looking for a real opportunity to prove his right to bigger things in advertising, there is an unusual opportunity in the Sales Promotion-Advertising Department of an internationally known industrial concern, located in the Middle West.

Answer by letter, sending photograph and full details about yourself, and salary expected.

Address "V," Box 46, Printers' Ink, 6 No. Michigan Ave., Chicago, Ill.

**HERE'S THE MAN...**

of ability and experience in advertising and merchandising with a background in retailing, manufacturing and newspaper work. Writes copy, handles complete production of advertisements. A salesman with sound merchandising ideas, who talks in terms of results. College grad., married, young, healthy. Ready to tackle a real advertising merchandising job.  
"W," Box 45, Printers' Ink, 6 No. Michigan Ave., Chicago, Ill.

**COPYWRITER**

Experienced agency man for medium-sized Chicago agency. Must be able to make own layouts. Give full details, experience, age, salary. Address "R," Box 43, Printers' Ink, 6 No. Michigan Ave., Chicago, Ill.

**LESS THAN A PENNY A NAME**

Approximately 110,000 owners of homes valued at more than \$7,000. Principally Eastern states but also large centers middle and far West. Names already on multigraph address plates ready to run. Price \$1,000 including plates. Breakdown of list on application.

ELECTROL, Inc., 227 E. 45th St., New York

**Account Executives!**

who can bring in desirable business can make a connection on liberal commission basis; or can buy an interest in live Chicago Agency. Our men know of this ad. Give full details to be held in strictest confidence.

Address "T," Box 44, Printers' Ink, 6 No. Michigan Ave., Chicago, Ill.

**BINDERS**

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding ten or more copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

as Disston or Atkins Saws, Nicholson Files, etc.

With this information as a basis the company prepared an editorial advertisement headed "Standard Merchandise," which caught the Schoolmaster's eye while thumbing through a hardware trade paper. The text describes the advantages—from the retailer's viewpoint—of advertised merchandise and concludes: "Quality is a much overworked and much abused word but, nevertheless, the hardware dealer who is to succeed must build his success on that rock which is Quality, not on the shifting sands of 'Just as Good.' The Buying Public grows tired of shoddy. They look to you, The Hardware Dealer, to give them honest value again."

Why is it that a wholesaler is the only one willing to tackle the job of meeting the competition of shoddy, unknown merchandise with a head-on attack? Surely there ought to be a suggestion here for manufacturers of advertised brands who are looking for an angle.

\* \* \*

The American Society for the Prevention of Cruelty to Animals is endeavoring to save a little money on printing costs. Each year at this time the society asks for contributions to help maintain watering stations for thirsty horses. This year the appeal is made by means of a letter and an attractive die-cut folder. The folder, while not exactly expensive, represents a bit of money which the society is anxious to stretch as far as possible.

Therefore, donors are asked to "Please send this cover back to be used again." The folder is of a shape and size that makes it a convenient cover for a check.

Businesses that use special pieces in connection with collection letters or that solicit direct orders by mail may be able to save a few dollars in printing costs this way.

TORONTO  
HALIFAX  
MONTREAL  
WINNIPEG  
LONDON, Eng.

**"GIBBONS KNOWS CANADA"**

**J. J. GIBBONS Limited**

CANADIAN ADVERTISING AGENTS

REGINA  
CALGARY  
EDMONTON  
VICTORIA  
VANCOUVER

Classified  
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## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**OFFER** to individual who can introduce me to one or more substantial buyers of printing, *share of profits on all resulting business*. Associated highest-caliber New York color printing organization. Box 404, Printers' Ink.

**ADVERTISING MANAGER**—Weekly publication near New York has opening. Must work for two months without salary in exchange for part ownership in lively business. Fine opportunity selling advertising in non-competitive field. Give age, experience, in letter. Box 401, P. I.

### NEWS PRINT CIRCULARS

One, Two, or Three Colors, size 17½x23 or 23x35, one page to 32 pages—a specialty of ours. Capacity of 1,000,000 a day. Also publication and job printing. Write for samples and prices. Southtown Printing & Publishing Co., 728 W. 65th St., Chicago, Ill.

**Business Paper Publisher** having cash and space desires to expand. Will take option on well-established trade periodicals giving space and necessary production costs in return for option. Responsible managers must agree to remain with journals. Will pay in cash when option is exercised. Full particulars in first letter. Ambitious, Box 402, P. I.

### EMPLOYMENT SERVICES

#### • WALTER A. LOWEN •

#### He Talks Your Language

Est. 1920 to Serve Leading Adv. Agencies and Advertisers with Trained Personnel. 105 W. 40th St., N.Y.C. Tel. PE 6-5389.

**Surprising** you that PENN is a small organization. Power it wields for \$5,000-\$50,000 men is BIG. Big because PENN is the oldest organization in America continuously serving men of larger earnings INDIVIDUALLY and CONFIDENTIALLY. Our CONTACTS are mainly with Chairmen of the Board, Presidents, General Managers, Treasurers, Directors. PENN is a NATIONAL INSTITUTION. Our officers are recognized leaders in placing men of large salary requirements. PENN has helped thousands like you. PENN can help you, too. Consult PENN, 635 FIFTH AVE., N. Y. C.

### HELP WANTED

**COMMERCIAL ARTIST**, free-lance, all-around ability wanted. Enough work guaranteed at piece work rates to pay desk room rent. North window, complete service, good location. Vanderbilt 3-6795, Room 320, 415 Lexington Avenue.

### POSITIONS WANTED

**ARTIST**—28—with creative ability in lettering, familiar with flat color, pen and ink, wash. Wishes position where salary is secondary to opportunity. Samples available. Box 400, Printers' Ink.

**Displays and Packages**—first-rate, experienced artist—designer. Roughs and finishes. Figure—Lettering—Construction. Knowledge of lithography. Airbrush. Salary secondary to opportunity. Box 403, P. I.

**FLYING SALES MANAGER**—Increased share of market from 13% to 45% in 3 years. Developed new \$255,000 market in '31. Sound organizer, merchandiser, advertiser. Full history on request. Box 405, Printers' Ink.

**SALES MANAGER, SALES PROMOTION OR ORGANIZATION MAN WITH UNUSUAL EXPERIENCE AND TRAINING IN DIVERSIFIED INDUSTRIES IS ANXIOUS TO CONTACT WITH A MANUFACTURER** of repute, where a great many contacts amongst Dept. Stores, Chain Stores, Jobbers, States and Municipalities would be of direct help in the marketing of his product. Has exceptional sales record and the ability to get the most out of Salesmen. Permanency and opportunity are paramount. Box 399, Printers' Ink.

## CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding.

Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

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